APRIL 25, 1955

35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

24TH year

THE NEWSWEEKLY OF RADIO AND TV



TV PIONEERS OF THE SOUTH

THE HAVENS & MARTIN, INC., STATIONS

This week the South's First TV Station observes its 7th anniversary of service to the public. With maximum power—100,000 watts, and maximum antenna height—1,049 feet—WTVR is an indispensable member of the Havens & Martin trio which forms Richmond's only complete broadcasting institution—WMBG-AM, WCOD-FM and WTVR-TV. It is with deep humility that the First Stations of Virginia express their thanks and appreciation to both their host of advertisers as well as their most loyal and responsive audience throughout Virginia who have made the observance of WTVR's 7th anniversary an historic occasion.

PIONEER NBC OUTLETS FOR VIRGINIA'S FIRST MARKET

WMBG AM **WCOD** FM **WTVR** TV

MAXIMUM POWER 100,000 WATTS • MAXIMUM HEIGHT 1049 FEET

WTVR Represented Nationally by BLAIR TV, INC.
WMBG Represented Nationally by THE BOLLING CO.

WTVR
RICHMOND VA
HAVENS & MARTIN INC.
CHANNEL 6
the South's first television station

STEINMAN STATION
Clair McCollough, Pres.



WGAL-TV

Lancaster, Pa.

NBC · CBS · DuMont

Channel 8 Mighty Market Place		
York	Harrisburg	Reading
Hanover	Lebanon	Pottsville
Gettysburg	Carlisle	Hazleton
Chambersburg	Sunbury	Shamokin
Waynesboro	Lewistown	Bloomsburg
Frederick	Lock Haven	Lewisburg
Westminster	Hagerstown	Martinsburg

It's always precision selling when your product story is presented on WGAL-TV. Super-powered WGAL-TV gives you this "always on target" performance because it is the *one* station that reaches this vast market—with a population of over three million people who have income amounting to more than $5 billion every year. Aim for more sales confidently—**BUY WGAL-TV NOW.**

Representatives:

MEEKER TV, INC.

New York Los Angeles Chicago San Francisco

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



KRLD, the BIG PAYOFF STATION FOR NORTH TEXAS

TIME-TESTED BY 15 CONTINUOUS YEARS

Babcock Bros. Auto Supply Company, one of Texas' largest and finest Retail organizations, with 33 stores in North Texas and Southern Oklahoma, says: "15 years' continuous use of KRLD produced more Sales Results at the lowest cost of *any other media.*"

That's for the record. There's good reason, too. 37.8% of all Texans listen to KRLD; and when Southern Oklahoma totals are added, an audience equalling 42% of Texas' entire population lives and listens within KRLD's (0.5 Mv line) primary coverage area.

From 8:00 a.m. until 12:00 midnight, KRLD delivers more cumulative audience in Dallas and Fort Worth, 7 days per week, than any other radio station or frequency. Pulse Oct.-Nov., 1954.

KRLD is the eighth largest CBS network station, circulation-wise in the nation. KRLD saturates North Texas with 50,000 watts power.

OUTLET FOR CBS RADIO NETWORK PROGRAMS IN DALLAS AND FORT WORTH.

KRLD 50,000 Watts

OWNERS AND OPERATORS OF KRLD-TV, CHANNEL 4, MAXIMUM POWER

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE

THE DALLAS TIMES HERALD STATIONS

Exclusive Representative: THE BRANHAM COMPANY

John W. Runyon, *Chairman of the Board* — Clyde W. Rembert, *President*

ADVERTISING PROBE • Prospect that Anti-Trust Division of Department of Justice will take crack at agency recognition practices and at flat 15% commission stipulation was reported late last week but lacked confirmation. Anti-Trust Division staff has been making "preliminary" study of activities of trade associations in overall advertising-marketing field, for several months.

B•T

MERGER of competing ch. 11 applicants in Pittsburgh—WWSW Inc. (Post-Gazette) *and WJAS—expected to be announced formally this week. Each would hold 50% in new tv company, with five-man board, two of whom would represent each entity and fifth member mutually selected. Pittsburgh has one vhf in operation (KDKA-TV, ch. 2) with five parties contesting for ch. 4. Pending before FCC is petition to move WSTV-TV Steubenville, Ohio, ch. 9, closer to Pittsburgh market, with sale to CBS for $3 million.*

B•T

KTVH SALE TALKED • Preliminary conversations looking toward sale of KTVH (TV) Hutchinson, Kan. (ch. 12), to Cowles newspaper and broadcasting interests are underway. New company—Wichita-Hutchinson Co. Inc.—subsidiary of Cowles, would acquire station, with talking price believed in neighborhood of $2 million. Station, which began operation in mid-1953, is CBS basic. Among stockholders are John P. and Sidney F. Harris, publishers of Hutchinson *News Herald*, and Bess M. Wyse, owner of KWBW Hutchinson. Cowles, directly or through subsidiaries, owns KRNT Des Moines; WNAX Yankton, S. D.; KVTV (TV) Sioux City, 47% of WCCO-AM-TV Minneapolis, and 60% of CP for KRNT-TV ch. 8.

B•T

ACQUISITION of WLOL Minneapolis by group headed by N. L. Bentson for $300,000 consummated last week, subject to customary FCC approval. Purchase is from Independent Broadcasting Co., headed by Ralph L. Atlass, of Chicago, midwest station owner. Bentson group recently sold WMIN to W. F. Johns interests and 50% interest in WMIN-TV (ch. 11) in conjunction with sale of WTCN-AM-TV to Harry M. Bitner's Consolidated Television & Radio Broadcasters Inc. for $3 million. Purchasing company is BRF Broadcasting Co. (for Bentson, Ruben, Floyd), which owns KELO-AM-TV Sioux Falls and holds CP for ch. 3 in Florence, S. D.

B•T

SOUP'S HOT • Campbell Soup Co., Camden, N. J., has boosted television budget by $1.5 million for next year and has ordered cut-back in magazine advertising. Campbell will use 39 original TPA films of *Lassie* next season and will add stations to CBS-TV lineup for show. This season Campbell ran 26 original *Lassie* episodes and 26 repeats. Soup company also cosponsors *Dear Phoebe* on NBC-TV. BBDO New York, is agency.

B•T

IS LOU POLLER, former owner of WCAN-AM-TV and erstwhile head of Ultra High Frequency Assn., under consideration for appointment to FCC as successor to Comr. Frieda B. Hennock? Mr. Poller denies he is candidate but verifies report that he has been "talked to" about post. He's life-long Democrat, and legal resident of Philadelphia, but recently purchased home in Washington, D. C.

B•T

WASHINGTON VISIT • As planned, group of 11 top broadcasters informally "visited" last Tuesday in Washington, first with Senate Majority Leader Lyndon B. Johnson (D-Tex.) and afterward at dinner session with FCC. Pro Tem Chairman P. A. Sugg (WKY-AM-TV Oklahoma City) said no effort was made to reach conclusions but rather to exchange views and information. Group regarded session as constructive and repudiated any notion that it is "rump" movement. Informal sessions may be held from time to time with other broadcasters invited to participate simply on fact-finding basis.

B•T

AT DINNER meeting with FCC (above) all members save Comr. Robert E. Lee were present, latter having made previous engagement. Comr. Frieda B. Hennock arrived for cocktails but had other dinner date. Broadcasters present were: Mr. Sugg, Walter J. Damm, WTMJ-AM-TV Milwaukee; James D. Shouse, Crosley; A. H. Kirchhofer, WBEN-AM-TV Buffalo; Jack Harris, KPRC-AM-TV Houston; Edwin K. Wheeler, WWJ-AM-TV Detroit; David Baltimore, WBRE-AM-TV Wilkes-Barre; Victor A. Sholis, WHAS-AM-TV Louisville; L. H. Rogers II, WSAZ-AM-TV Huntington; Charles H. Crutchfield, WBT-WBTV (TV) Charlotte; Harold See, KRON-TV San Francisco. Commissioners generally regarded session as "social visit."

B•T

CODE BOARD CHANGES • New lineup of Television Code Review Board, which functions autonomously but operates under auspices of NARTB, expected to bring G. Richard Shafto, WIS-AM-TV Columbia, S. C., into chairmanship succeeding John E. Fetzer, WKZO-AM-TV Kalamazoo, whose term has expired but who is expected to sit for one year *ex officio*. New appointees to replace Messrs. Fetzer, J. Leonard Reinsch, Cox Stations (vice chairman), and Mrs. A. Scott Bullitt, KING-AM-TV Seattle, whose terms likewise expire this year, soon to be announced.

AMPEX Corp., Redwood City, Calif., recorder manufacturer, scheduled to unveil commercial system for automatic program operation of radio stations this week. Equipment is latest Ampex tape machine which runs for eight hours. Newest equipment due to be shown at NARTB convention May 22-26 in Washington, which has discussion of automation for radio stations scheduled at engineering session. Last fall, Vandivere Labs. Inc., Arlington, Va., announced automatic sequencer, also using tape to start, stop and cue other equipment.

B•T

MGM EYES TV • Top Metro-Goldwyn-Mayer brass meet in New York this week to discuss possibility of entering tv production following recent survey by studio's radio-tv department. Exploratory talks were held in Hollywood last week between MGM production chief Dore Schary and Harry Ackerman, CBS-TV vice president in charge of network programs, Hollywood. (See special B•T report on movies and tv, page 27.)

B•T

BILL THOMAS, supervising timebuyer, J. Walter Thompson, New York, leaving agency to join Fitzgerald Adv., New Orleans, in executive capacity. Frank Marshal and Tom Flynn, JWT timebuyers, will take over accounts, including Shell Oil and Ward Baking, from Mr. Thomas.

B•T

ABC SPECTACULAR • ABCTV plans its own version of a "spectacular" with 90-minute live program emanating from Disneyland July 17, two days before amusement park officially opens. Frank Marx, network vice president in charge of engineering and general services, spent last week in Hollywood surveying proposed live originations from ABC Tv Center.

B•T

OFFICIAL announcement reported to be near on appointment of Ted Cott, who recently resigned his vice presidency of NBC Radio, in new slot with DuMont Television Network. Mr. Cott is expected to fill re-activated position of director of owned and operated stations with DTN. Signing may be firmed as early as this week.

B•T

DOCTOR'S ORDERS • If Walter R. (Bucky) Powell, NARTB attorney, testifies at FCC hearing at Edward Lamb license renewal case, it will be against his doctors' orders. Mr. Powell, who had headed FCC legal battery in Lamb proceeding prior to his resignation last January, suffered a severe heart attack shortly after leaving government to take NARTB post. He returned to NARTB about three weeks ago but his doctors have advised him he should not undergo rigors of FCC examination at hard-fought Lamb proceedings (see story page 76).

at deadline

Little Is AAAA Chairman; International Ad Meet Set

ELECTION of Henry G. Little, president and board chairman of Campbell-Ewald Co., Detroit, as board chairman of American Assn. of Advertising Agencies was announced Friday at AAAA 37th annual meeting, Boca Raton, Fla. (see earlier story, page 32).

Robert D. Holbrook, board chairman of Compton Adv., New York, was named vice chairman. J. Paul Hoag, president and treasurer of Hoag and Provandie, Boston, was elected secretary-treasurer. President Frederic R. Gamble, it was pointed out, continues in office another year.

Mr. Little, who succeeds William R. Baker Jr., of Benton & Bowles, in AAAA chairmanship, announced Friday that AAAA 1956 annual meeting will include international meeting of advertising leaders. They will meet on various dates between April 23 and May 4 at White Sulphur Springs, W. Va., site of next AAAA annual meeting, and New York, Washington, plus perhaps other cities.

Following were elected directors at large for three-year terms: Joseph H. Epstein, Fitzgerald Adv., New Orleans; Robert M. Ganger, D'Arcy Adv., New York, and Arthur E. Tatham, of Tatham-Laird, Chicago. Walther Buchen, of Buchen Co., Chicago, was elected director at large for two years to fill unexpired term of the late James M. Cecil of Cecil and Presbrey.

Following directors representing AAAA's four regions were elected for one-year terms as follows:

Eastern Region—Robert E. Daiger, of Van Sant, Dugdale & Co., Baltimore; S. H. Helson, of William B. Remington Inc., Springfield, Mass.; and John K. Strubling Jr., of Compton Adv., New York.

East Central Region—Ernest A. Jones, MacManus, John & Adams, Bloomfield Hills, Mich.

Central Region—Vincent R. Bliss, of Earl Ludgin & Co., Chicago, and Arthur G. Rippey, of Rippey, Henderson, Kostka & Co., Denver

Pacific Region—A. W. Neally, BBD&O, Los Angeles.

Continuing on AAAA board as directors at large are: Kenneth W. Akers of Griswold-Eshleman Co., Cleveland; J. Davis Danforth, BBD&O, New York; Marion Harper Jr., McCann-Erickson, New York; George C. Reeves, J. Walter Thompson Co., Chicago, and Victor O. Schwab, Schwab & Beatty, New York.

KTSA Joins Mutual

KTSA San Antonio will join Mutual as affiliate Sept. 26, replacing KMAC San Antonio as Mutual outlet, Earl M. Johnson, MBS vice president in charge of station relations, announced Friday. KTSA, currently ABC Radio affiliate, is owned by Sunshine Broadcasting Co., with Charles D. Lutz general manager. Station operates on 5 kw and 550 kc.

NARTB Board Meets in June

JUNE meeting of NARTB Board of Directors will be held at Homestead, Hot Springs, Va., President Harold E. Fellows announced Friday.

CAESAR'S CHOO-CHOO

HAILED as "television's first show train," excursion train of New Haven Railroad will bring some 700 residents of western Connecticut to New York May 9 to view NBC-TV's *Caesar's Hour* (Mon., 8-9 p.m. EDT). Railroad arranged special trip in appreciation of commuters' sketches presented on Mr. Caesar's tv program past winter and spring. Special rates have been set up by railroad for "Sid Caesar Show Train," covering fare and box lunch. Patrick D. McGinnis, president of New Haven, will appear on *Caesar's Hour* that night.

NBC-TV Tells Affiliates Of Color Program Plans

AMIABLE session of NBC-TV affiliates' annual meeting with network officials in New York ended Friday with resolution adopted by affiliates renewing "confidence" in program and sales policies of NBC-TV (see earlier story, page 46).

Highpoints of NBC-TV's plans as presented to affiliates: Network working toward schedule of four hours color each week to begin this summer and continuing in fall, exclusive of regular daily color operations during weekdays; evening time practically sold out for summer; trend toward more one-hour and 90-minute spectaculars will continue; some 250 advertisers will be using facilities during this year as compared to 210 last year.

Elected to affiliates' executive committee were W. W. Warren, KOMA-TV Seattle, and Robert Lemon, WTTV (TV) Bloomington, Ind. Re-elected: Walter Damm (chairman), WTMJ-TV Milwaukee; Clair McCollough (vice chairman), WGAL-TV Lancaster, Pa.; William Fay (secretary-treasurer), WHAM-TV Rochester; Jack Harris, KPRC-TV Houston; James Moore, WSLS-TV Roanoke; Fred Mueller, WEEK-TV Peoria.

FTC Reduces Station Reports

SCIENTIFIC sampling technique to determine reporting periods of radio and tv stations for advertising continuities will be inaugurated by Federal Trade Commission, effective May 1. Stations will be advised of their reporting requirements periodically throughout year. Financial institutions, utility companies, restaurants and theatres, which were formerly required, will not be henceforth, FTC said in letter to stations. Sample reports will be supplemented by occasional program monitoring by FTC, which also may call on stations for continuities of particular advertisers from time to time.

Commending new procedure, Harold Fellows, NARTB president, on Friday said that it is expected to "improve the surveillance of the advertising broadcasts and at the same time reduce the amount of advertising continuities requested by 80%." NARTB canvass of stations for Paperwork Management Task Force of Hoover Commission on Organization of the Executive Branch of the Government, Mr. Fellows said, led to new FTC procedure.

• BUSINESS BRIEFLY

RADIO, TV AND TEA • Nestle's Nestea (instant tea) through Dancer-Fitzgerald-Sample, N. Y., planning summer spot announcement campaign in radio-tv, starting early in June in about 40 markets.

OLD GOLDS FINDS HOME • P. Lorillard, N. Y. (Old Golds), expects to move into Friday, 8-8:30 p.m. period on NBC-TV with its *Truth or Consequences* show. Program was knocked out of its Tuesday night time when network sold Pontiac hour long dramatic show. Lennen & Newell, N. Y., is Old Golds' agency.

DISPLACED SPONSOR • Chrysler Corp., Detroit, sponsor of *It's a Great Life*, Tuesday, 10:30-11 p.m. on NBC-TV, whose time was pre-empted also by Pontiac's new show, currently negotiating with network for another time slot. Chrysler wants to keep same show. McCann-Erickson, N. Y., is agency.

KLEENEX TO TV • International Cellucotton Products Co. will sponsor three weekly programs on NBC-TV during summer, on alternate basis, to introduce new Kleenex economy package of color tissues. Programs are *Cameo Theatre*, of which Kleenex will sponsor four starting July 3; *Kleenex Summer Theatre* (reruns of *Four Star Playhouse*) starting July 5, and *Midwestern Hayride* beginning July 1. Alternate sponsors not yet announced. Agency: Foote, Cone & Belding, Chicago.

Creativeness Not Capital Said Key to New Business

SMALLER agencies can compensate for shortage of capital by use of showmanship in fight for new accounts. This theme of address by Earl Hudson, vice president, ABC Western Division, at fifth annual Southern California Advertising Agency Assn. convention in Palm Springs last Friday.

Showmanship was defined by Mr. Hudson as use of offbeat, unconventional ideas of great impact, but not necessarily expensive. On other hand, he warned that "bizarre" method used in obtaining new accounts should not cover lack of basically sound advertising.

Mechanics of advertising are easier to teach than the creation of effective, unusual ideas, Mr. Hudson said in urging small agency to open its doors to "bright young people, no matter what their background."

Radio creates picture not limited by literal dimensions, by use of words and sounds, said Frank Crane, managing director, Southern California Broadcasters Assn., in making radio presentation at SCAAA meet. That radio can still serve advertisers well is indicated by fact that more radios were sold during past Christmas season in Southern California than in any other year, Mr. Crane noted. Los Angeles Electric League figures show that about 1,000 radio sets are being sold daily in area, offering 1,000 more opportunities daily for the radio advertiser.

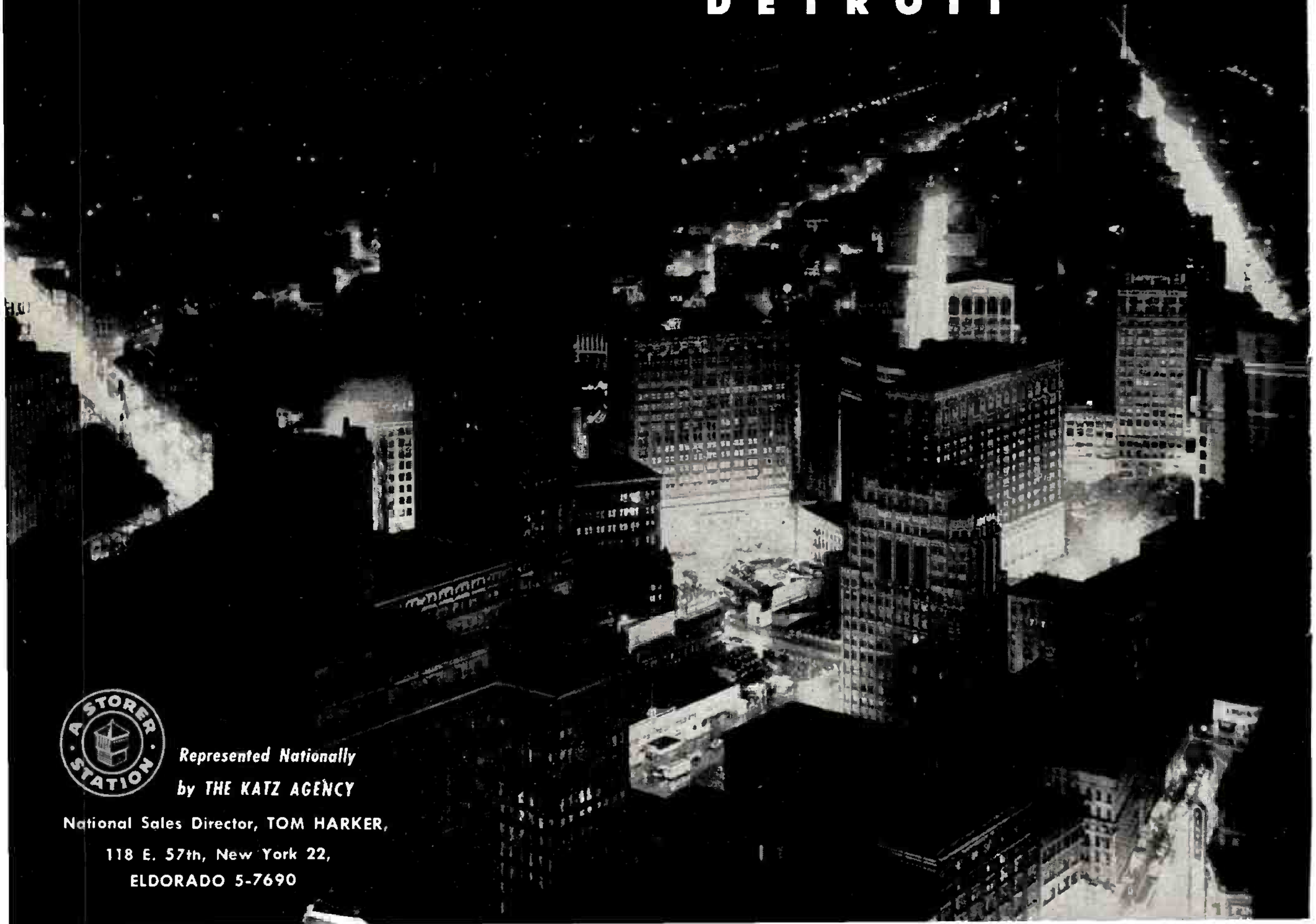
Using "man-in-street" interview technique, John Vrba, commercial manager, KTTV (TV) Hollywood, showed agency executives film clips of successful tv advertisers, shot by station camera crews at their places of business.

Vital TO THE LIVES OF DETROIT'S MILLIONS

At work, at play . . . in their homes, in their cars . . . WJBK Radio is the constant companion, the entertaining friend, the handy, ever-reliable source of news, weather, sports and music for the millions of folks in the Dynamic Detroit area. What better spot for your sales message than the station with the consistent high tune-in, night and day, every day . . .

WJBK *Radio*

DETROIT



A STORER STATION

Represented Nationally by THE KATZ AGENCY

National Sales Director, TOM HARKER,
118 E. 57th, New York 22,
ELDORADO 5-7690

at deadline

'Erie Dispatch' Editor Says Lamb Is Anti-Red

NAME of Edward Lamb appeared as co-counsel in 1942 pleadings filed with Ohio Supreme Court in case involving Ohio communist leader, FCC attorney Joseph Kittner said Friday in Lamb case hearings before FCC examiner. Mr. Lamb said he did not recall being in the case.

First witness in Mr. Lamb's behalf testified Friday. He was Kenneth D. Tooill, managing editor of Mr. Lamb's *Erie Dispatch*. Mr. Tooill said he had never known Mr. Lamb to express any support for communism. "On the contrary," he said, "his views were quite violently opposed." This was Mr. Lamb's seventh day on witness stand in hearings looking into FCC allegations he associated with and contributed to communist organizations (see early story page 76).

Two Want In, One Out

TWO tv applications filed at FCC Friday, both for overseas U. S. possessions and both for minimum construction costs. At same time, ch. 6 KWIK-TV Pocatello, Idaho, surrendered its grant to the Commission.

Application for ch. 11 at Caguas, P. R., filed by WKVM San Juan, P. R., one time applicant for ch. 4 there. Proposed for Caguas is 2.6 kw outlet, costing $35,809 to build, $60,000 yearly to operate.

Seeking ch. 12 at Mt. Haleaukala, Maui, T. H., is KMVI Wailuku, Maui, T. H., proposing 30 kw power and $80,000 to build and $42,000 yearly to operate.

Illinois Daytimers Plead Their Case in Washington

COMMITTEE of Illinois broadcasters, headed by Ray Livesay, WLBH Mattoon, president of Daytime Broadcasters Assn., conferred in Washington last Friday with Sen. Everett M. Dirksen (R.-Ill.) and House members from that state. At breakfast session in Washington Hotel, legislators were apprised of difficulties confronting daytimers due to FCC proposed daytime skywave ruling as well as Commission's proposal to adopt transitional period curves. Latter would limit some daytime stations in morning hours and before sunset. Hill group also told that 44 of Illinois' 85 radio outlets are daytimers.

Broadcasters included Roland Looper, WHOW Clinton, Ill.; Ken Patterson, WSIV Pekin; Paul F. McRoy, WCIL Carbondale; Robert Veech, WFRX West Frankfort; Joe McNaughten, WCRA Effingham; George Dodds, WGGH Marion; Ray Cheney, WMIX Mt. Vernon; Angus Pfaff, WNMP Evanston. Harry Daly, DBA Washington counsel, also attended.

WJAS Switches to ABC

WJAS Pittsburgh becomes ABC Radio affiliate May 21, replacing WCAE Pittsburgh. Station, on 1320 kc with 5 kw, is owned and operated by Pittsburgh Radio Supply House Inc., with H. K. Brennen as general manager. WJAS presently is MBS outlet.

GIFT HELPED

WTTW (TV) Chicago has set Sept. 1 as target date for operation as educational, non-commercial outlet on ch. 11, Dr. John W. Taylor, executive director, reported Friday. He credited gift of transmitter and other facilities by CBS Central Div. with helping to speed up target date [B•T, April 18]. Station plans to program three or four hours daily on five-day-week basis at outset, he said.

Electronicam to Be Shown At NARTB Convention

DUMONT's Electronicam live-film camera system will be demonstrated at NARTB convention in Washington next month, Ted Bergmann, DuMont Television Network managing director, said Friday.

Mr. Bergmann reported that Admiral Corp.'s commercials on tomorrow's *Life Is Worth Living* telecast on DuMont will be recorded on film, via Electronicam, and sent out for use as dealer spots (see earlier story, page 48). In summing up present status of system, Mr. Bergmann said Electronicam at first will be available only through DuMont facilities.

DuMont's Goldsmith Answers Camera Vision Allegation

COMMENTING on statement by Camera Vision Productions Inc., Hollywood, that similarity of its new combination motion picture and multiple camera system and Allen B. DuMont Labs' Electronicam may lead to a legal hassle (also see story, page 29), Dr. Thomas T. Goldsmith Jr., DuMont vice president, Friday said that to his knowledge "there never has been any agreement" with Camera Vision. He said there had been "sales negotiations and discussions" on equipment products but noted that DuMont has been working on Electronicam system for years.

Dr. Goldsmith also said there were important differences between two methods, pointing out Camera Vision embraces two separate lens.

ABC Sets Finance Session

ABC will hold three-day meeting in New York, starting today (Monday) for controllers and finance officials of company and its owned radio and tv stations to discuss tax problems and possible streamlining of accounting procedures.

UPCOMING

April 25: Texas Assn. of Broadcasters, Gunter Hotel, San Antonio.

April 28-29: Pennsylvania Assn. of Broadcasters, Bedford Springs Hotel, Bedford.

April 30: Florida Chapter, American Women in Radio & Television, WJNO-TV West Palm Beach.

For other Upcomings see page 112.

PEOPLE

JOHN MURPHY, formerly with Weed Television; **PETER CHILDS,** CBS-TV network sales, and **ROBERT MANNING,** previously with Filmack Studios, all Chicago, join The Branham Co., Chicago, radio-tv station representative, as account executives.

HENRY O. WHITESIDE, vice president of Mercantile Trust Co., St. Louis, appointed research director of J. Walter Thompson Co., Chicago, effective May 1. He will succeed **HENRY C. CAMPBELL,** retired. Mr. Whiteside formerly was research director at Gardner Adv. Co., St. Louis.

HAROLD T. M. MILLIKIN, assistant advertising manager, Westclox Div., General Time Corp., LaSalle, Ill., appointed advertising manager.

JOHN J. McPARTLIN, assistant to general manager of WTVW (TV) Milwaukee and formerly sales manager at WNBQ (TV) Chicago, to local sales staff of WBKB (TV) Chicago as account executive. **CHUCK BILL,** station announcer, appointed farm director of WBKB.

ALFRED L. GOLDMAN, Ruthrauff & Ryan, N. Y., to Biow-Biern-Toigo, N. Y., as copywriter.

JOHN D. STEBBINS, manager of Chicago office, Bolling Co., station representative, elected vice president.

ABC-TV Adds Four Outlets

ADDITION of four stations as ABC-TV affiliates announced Friday by Alfred R. Beckman, director of station relations for ABC-TV. They are: WBRZ-TV Baton Rouge (ch. 2), owned and operated by Louisiana Television Broadcasting Corp., of which Roy Dabadie is general manager, effective April 1; KSBW-TV Salinas, Calif. (ch. 8), owned and operated by Salinas Valley Broadcasting Corp., with John Cohan as general manager, starting April 8; WSFA-TV Montgomery, Ala. (ch. 12), owned and operated by Montgomery Broadcasting Co., with Hoyt Andres as general manager, effective April 15; WRBL-TV Columbus, Ga. (ch. 4), owned and operated by Columbus Broadcasting Co., of which J. W. Woodruff Jr. is general manager, effective June 1.

Skiatron Gets Into Black

SKIATRON Electronics & Television Corp., New York, began to operate in black in 1954, Arthur Levey, president, announced last week in company's annual report. Mr. Levey reported increase of approximately 100% during 1954 in deliveries to armed services over preceding year. He said that in first quarter of 1955, Skiatron received assurance of contracts from government amounting to more than total received in 1954.

Firm is research and development company with heavy interests in Subscriber-Vision, system of subscription tv now pending before FCC.

Toll Tv Debate Grows

CBS-TV reported Friday four persons have been added to panel that will debate subscription tv on network May 1, 5:15-6 p.m. EDT (see earlier story, page 70). Additions are: (against toll tv) Sherwood Dodge, vice president and general manager, Foote, Cone & Belding, and Leon P. Gorman, general manager of WABI-AM-TV Bangor, Me., and chairman of New England Broadcasters for Free-Tv; (for toll tv) Ralph Bellamy, actor and president of Actors Equity Assn., and Elfred Beck, KCEB (TV) Tulsa.

the week in brief

departments

Broadcasting Publications Inc.
Sol Taishoff
President
Maury Long, Vice President — H. H. Tash, Secretary — B. T. Taishoff, Treasurer

BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 DeSales St., N.W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

EDITOR & PUBLISHER
Sol Taishoff
MANAGING EDITOR
Edwin H. James
SENIOR EDITORS
Rufus Crater (New York), J. Frank Beatty, Bruce Robertson
NEWS EDITOR
Fred Fitzgerald
SPECIAL PROJECTS EDITOR
David Glickman
ASSOCIATE EDITORS
Earl B. Abrams, Lawrence Christopher
ASSISTANT NEWS EDITOR: Don West
ASSISTANT EDITOR: Harold Hopkins
STAFF WRITERS: Ray Ahearn, Jonah Gitlitz, Louis Rosenman, Peter Pence.
LIBRARIAN: Norma Wooton
EDITORIAL ASSISTANTS: Kathryn Ann Fisher, Eli Fritz, Joan Sheehan, Audrey Cappella. SECRETARY TO THE PUBLISHER: Gladys L. Hall.

BUSINESS
VICE PRESIDENT & GENERAL MANAGER
Maury Long
SALES MANAGER
Winfield R. Levi (New York)
SOUTHERN SALES MANAGER: Ed Sellers
PRODUCTION MANAGER: George L. Dant
TRAFFIC MANAGER: Harry Stevens
CLASSIFIED ADVERTISING: Wilson D. McCarthy
Eleanor Schadi, M. Gwen Moore.
AUDITOR-OFFICE MANAGER: Irving C. Miller
ASSISTANT AUDITOR: Eunice Weston.
ART-LAYOUT: Duane McKenna

CIRCULATION & READERS' SERVICE
MANAGER
John P. Cosgrove
Frank N. Gentile, Joel H. Johnston, Sharleen Kelly, Jean McConnell, George Neitzey, William Phillips.

BUREAUS
NEW YORK
444 Madison Ave., Zone 22, Plaza 5-8355
Editorial
SENIOR EDITOR: Rufus Crater
AGENCY EDITOR: Florence Small
ASS'T NEW YORK EDITOR: David W. Berlyn
NEW YORK FEATURES EDITOR: Patricia Kielty
NEW YORK ASSIGNMENTS EDITOR: Rocco Famighetti
Selma Gersten, Sally Creley
Business
SALES MANAGER: Winfield R. Levi
SALES SERVICE MANAGER: Eleanor R. Manning
EASTERN SALES MANAGER: Kenneth Cowan
Dorothy Munster

CHICAGO
360 N. Michigan Ave., Zone 1, CEntral 6-4115
MIDWEST NEWS EDITOR: John Osbon
MIDWEST SALES MANAGER: Warren W. Middleton
Barbara Kolar

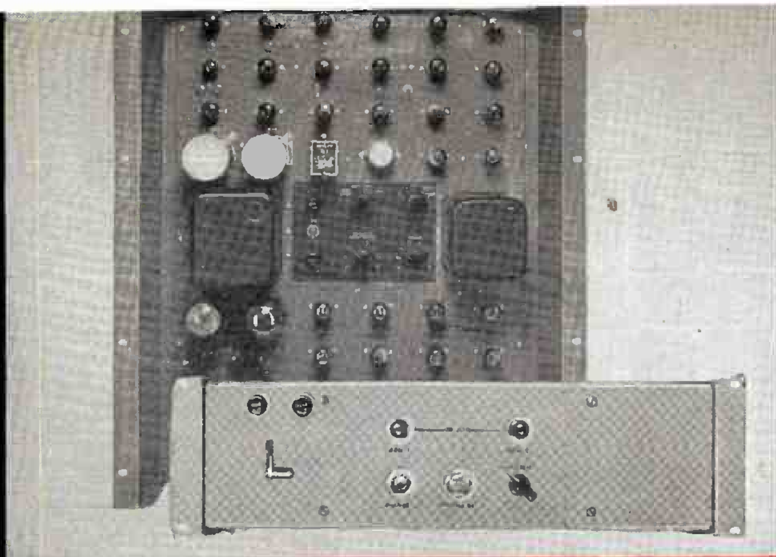
HOLLYWOOD
6253 Hollywood Blvd., Zone 28, HOllywood 3-8181
WESTERN NEWS EDITOR: Leo Kovner
TV FILM EDITOR: Marjorie Ann Thomas
WESTERN SALES MANAGER: Wallace H. Engelhardt

Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

SUBSCRIPTION INFORMATION
Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

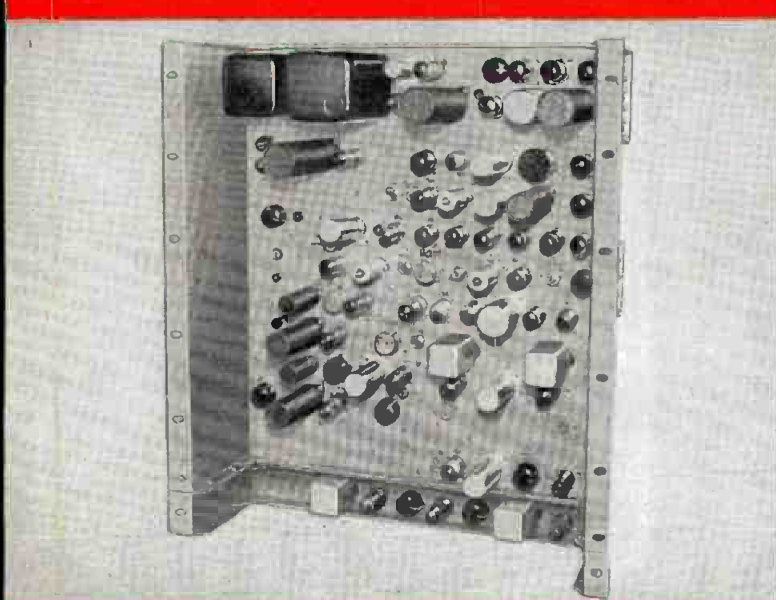
BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.
*Reg. U. S. Patent Office



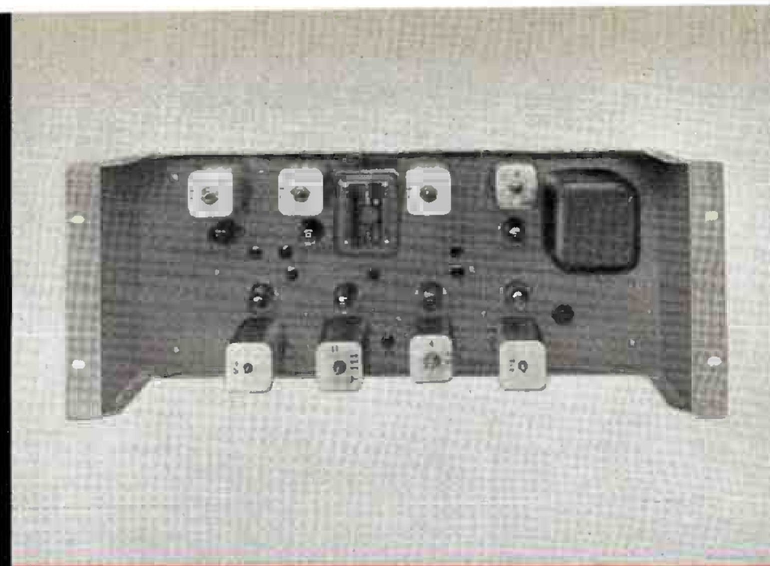
NEW STUDIO SYNC GENERATOR TG-2A (Field Generator is Type TG-12A). Combines sync generator, dot generator, Genlock, grating generator, regulated power supply—on a single chassis. Automatic Changeover Switch MI-26289 (illustrated) is a companion unit for convenient switching between two sync generators.



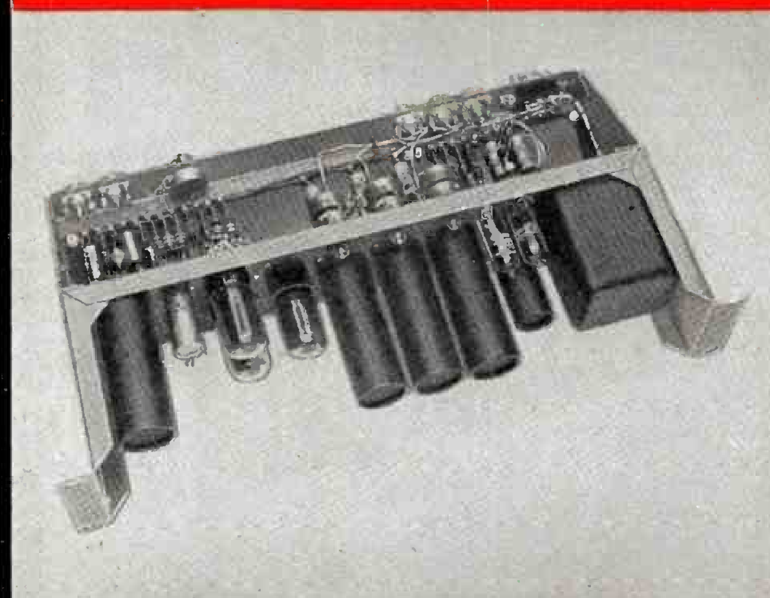
NEW COLOR STABILIZING AMPLIFIER TA-7B. In the studio, it performs all normal Stabilizing Amplifier functions—plus improved operation with the Genlock. At transmitter, it provides the white stretch required for color operation. Corrects frequency response for transmission losses.



NEW COLORPLEXER TX-1B combines on a single chassis all circuits needed to produce a composite color signal from color primary signals of the live camera, film camera, or color bar generator. Newest design features improved stability and retrace blanking.



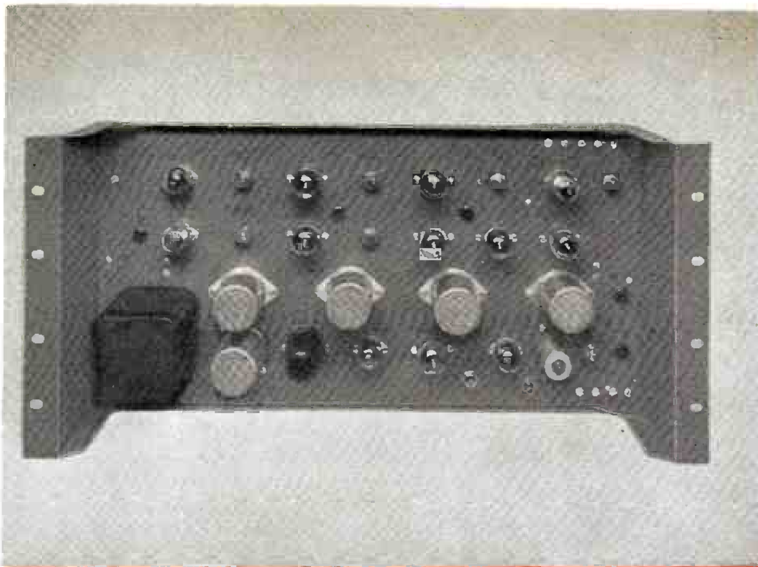
NEW COLOR FREQUENCY STANDARD MI-40201. Source of 3.58 mc color subcarrier used with sync generator to complete synchronizing function for color operation. A counter chain is included to provide means for locking the sync generator to the color subcarrier.



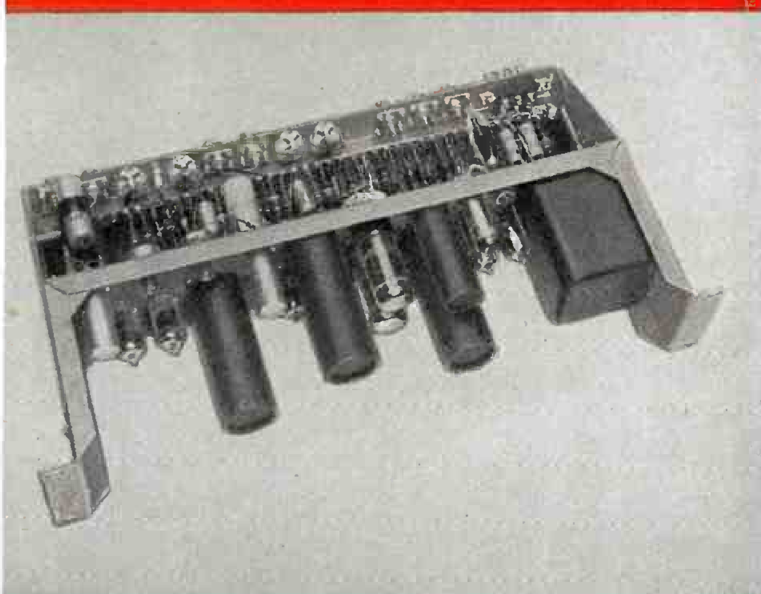
NEW PULSE DISTRIBUTION AMPLIFIER TA-4A. Regenerates degraded pulse signals. Restores rise time. Removes overshoots and spikes. Eliminates hum, surges, tilt. Provides sending-end termination for better long-line performance.



NEW VIDEO SWITCHER MI-26277. Ideal for monitor switching in announce booth, projection room, program consoles . . . wherever monitors may be located. The inexpensive means for modernizing your present switching installation.



NEW BURST FLAG GENERATOR, MI-40202A. Generates keying pulse for injecting subcarrier bursts into Colorplexer. Burst position, burst width, keying pulse amplitude are adjustable with high accuracy. A "must" equipment . . . and a companion to the RCA Color Frequency Standard.



NEW VIDEO DISTRIBUTION AMPLIFIER TA-3A. Feeds up to 3 low-impedance lines from single high- or low-impedance source. Has extended low- and high-frequency response. 40-db isolation between output lines. Excellent linearity and gain characteristics. TA-3A is good for color.



NEW COLOR STRIPE GENERATOR WA-8A. Enables you to transmit color test signals along with regular monochrome signal. Useful for receiver adjustment throughout the program day. The inexpensive "must" for TV stations planning color.

9

NEW TV EQUIPMENTS

...*for better monochrome and color*

Illustrated here are a few of RCA's new, improved video designs for monochrome *and* color operation —*from the most comprehensive line of television equipment in the industry.*

Engineered in accordance with the best television practice, these units are designed for progressive TV stations looking for new ways to keep picture quality "up-to-the-minute." They offer improved operating efficiency and economy. They save as much as ⅔ the rack space of previous designs.

RCA improved Video Equipments are already in operation in well-known TV stations throughout the country—on both monochrome *and* color. For complete information on the entire line, call your RCA Broadcast Sales Representative. In Canada, write RCA Victor, Ltd., Montreal.

Free technical folders on RCA Video units. Simply tell your RCA Broadcast Sales Representative the number (listed below).



Item		Cat. No.
TA-3A	Video Distribution Amplifier	B.2502
TA-4A	Pulse Distribution Amplifier	B.2504
TA-7B	Color Stabilizing Amplifier	B.86
TG-2A	Studio Sync Generator	B.3400
TX-1B	Colorplexer	B.878
WA-8A	Color Stripe Generator	B.6067
MI-26289	Sync Generator Changeover Switch	B.3402
MI-40201	Color Frequency Standard	B.872
MI-40202A	Burst Flag Generator	B.874

RCA ®

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION CAMDEN, N.J.

E=MC^2

A PENCHANT for passing over the obvious and dwelling on lesser-known sidelights was the commendable format for "E=MC^2," CBS-TV's tribute last Monday night to the late Dr. Albert Einstein.

Avoiding that which countless earlier broadcasts had told and re-told, the producers devoted this half-hour to an insight into the daily routine of the renowned scientist. In a live pickup from Princeton, N. J., cameras moved slowly down narrow hallways at the Princeton Institute explaining a day with Einstein. A feeling of intimacy was conveyed in little touches—the closeup shot of Einstein's office door with the empty door nameplate that the doctor had always been too busy to fill in; the empty office chair and a desk piled high with a disarray of papers and unfinished work.

In a pickup from Washington, Bill Costello elicited comments from figures in government circles.

Returning the program to New York, Charles Collingwood, who handled the overall commentary, spoke with scientists and others who had worked with Dr. Einstein. And a capping touch of simplicity was the interview with a teenage girl, who had first met the scientist when she was seven and he entertained her with his violin.

It's the quiet dignity and feeling of programs such as "E=MC^2" that so ably demonstrate the prowess and depth of broadcasting in interpreting a notable news story.

Producer: Bill Weinstein.
Directors: Vern Diamond, Av Weston.
Narrators: Ned Calmer, Charles Collingwood

DAMON RUNYON THEATRE

FAST, furious fun.

That's a good capsule description of "Pick the Winner," opening program of the *Damon Runyon Theatre,* Screen Gems-produced film series which began its tv career April 16 as a Saturday night—10:30-11 p.m.—presentation on CBS-TV with Anheuser-Busch as sponsor.

The task of translating to the video medium the fast-talking guys and dolls of the big town and the main stem immortalized in Damon Runyon's hilarious stories is a tough one. To many viewers, these characters—whose world is bounded by the theatre, the boxing arena, the ball park and the race track—are as unfamiliar as the men from Mars and require as much explanation. To other viewers, the words of Mr. Runyon are scripture and any alteration sacrilege.



Gambler and the Lady

In "Pick the Winner," writer Russell G. Hughes and producer Lou Breslow stressed plot rather than character, selecting a story with many facets—horseracing, tea leaves, a vine-covered cottage and extrasensory perception, to name only a few. Packing them into a half-hour program left little time for developing characters, even such colorful ones as the gambler, the gambler's doll and the psychology professor.

Vivian Blaine, who starred in "Guys and Dolls," portrayed the same Runyon doll in the tv program as she has done during the past few years in the Broadway musical. Robert Strauss was properly fast-talking and flashy as the gambler and Bruce Bennett properly intelligent and sincere as the young professor.

Showing these individuals in action, however, was enough to keep at least one viewing group entranced for the full span of the show. After it was all over, one could reflect that the Broadway doll might soon grow tired of life in that vine-covered cottage and that her ostentatious attractions might not seem so attractive to the professor in a college community as at Hialeah, but such dull afterthoughts did not occur during the performance.

Production Costs: $30,000

Broadcast on CBS-TV, Sat., 10:30-11 p.m., sponsored by Anheuser-Busch through D'Arcy Advertising Co.

Produced by Screen Gems Inc.

Producer: Lou Breslow; directors: William D. Russell, Fred S. Sears; executive producer: Fred Briskin.

Film editors: Edwin Bryant, Al Clark.

Writer: Russell S. Hughes (for "Pick the Winner").

Starred (in "Pick the Winner"): Vivian Blaine, Robert Strauss, Bruce Bennett.

★ ★ ★

BOOKS

HOW TO WRITE FOR TELEVISION, edited by William I. Kaufman. Hastings House, 41 E. 50th St., New York 22, N. Y. 95 pp. $2.50.

TEN EXPERTS—six writers whose credits regularly appear on *Studio One, Kraft Television Theatre, Philco-Goodyear Television Playhouse,* etc., and four script editors—draw on their experiences in 10 short pieces of advice to aspiring authors as to what it takes to make a tv script salable. The book's editor, William Kaufman, also edits annual anthologies, *The Best Television Plays,* is co-author of *Your Career in Television* and eastern sales representative of NBC-TV's co-op sales department.

TV REPAIR QUESTIONS AND ANSWERS ON FRONT ENDS, by Sidney Platt. John F. Rider Publisher Inc., 480 Canal St., New York 13, N. Y. 128 pp. $2.10.

DESIGNED for the tv technician, this volume covers in question and answer form and with many photographs, sketches and diagrams the servicing aspects of antennas, transmission lines and front ends of tv receivers.

PROCEEDINGS OF THE NATIONAL ELECTRONICS CONFERENCE (1954, Volume 10). Published by National Electronics Conference, Chicago. 872 pp. $5.

EVERY technical paper presented during the 10-year existence of the National Electronics Conference is charted in a cumulative index by subject and author in the newest collection of proceedings compiled by NEC.

The 1954 edition includes 86 technical papers and luncheon addresses at the 1954 meeting in Chicago, covering a wide range of electronics topics in this case bound volume. Among the subjects covered in the annual compilation are research, development and applications of such products as antennas, circuits, computers, tubes, amplifiers, radar and television as well as engineering management and instrumentation.

Another thinly disguised WJR success story



Remember what happened to the crabgrass killer!

One summer not long ago, crabgrass was the only thing that covered Michigan better than WJR.

People with crabgrass aren't happy people, and one morning an advertiser offered a new crabgrass killer on his regular WJR newscast. Three hours later everybody was mad, because there wasn't enough to meet the demand, and the advertiser really had to scratch to satisfy everyone.

The next year there was elm-blight, and our advertiser had an elm-blight killer ready for marketing. The sales manager (who knew darned well that WJR's primary coverage area includes 16,000,000 people—10 per cent of U.S. buying power) said to the advertising manager:

"Hey! Let's advertise this stuff on WJR and get rid of it!"

The advertising manager also knew darned well that more people listen to and trust WJR than any other radio station between New York and Chicago. He replied, in horror:

"Are you crazy? Remember what happened to the crabgrass killer! We haven't got enough available to put it on WJR!"

That's confidence in a radio station for you.

The moral: If you're selling something on WJR, just be sure you've got enough to go around. See your Henry I. Christal representative.

The Great Voice of the Great Lakes

WJR *Detroit*

50,000 Watts CBS Radio Network



WJR's primary coverage area: 16,000,000 people

KFDM-TV

BEAUMONT, TEXAS

ON THE AIR NOW*
THE FIRST VHF STATION
SERVING THE GREAT
SABINE TEXAS AREA

CHANNEL 6

AFFILIATED
AND INTER-CONNECTED WITH

CBS and ABC

5th. LARGEST
TEXAS TV MARKET

*COMMERCIAL OPERATION BEGAN
APRIL 24, 1955

FREE & PETERS, INC.
Exclusive National Representatives

KFDM-TV

BEAUMONT, TEXAS

Darrold A. Cannan, President
C. B. Locke, V.P., General Manager
Mott M. Johnson, Sales and Operations Manager

OPEN MIKE

Open Season

EDITOR:

It seems there's an open season on radio, television, newspapers and free speech and press. If it's not a pigmy politician in the state legislature trying to slap a tax on news media to avenge a recent defeat, or an FCC commissioner agitating for censorship of programs, it's—well, it might be most anything.

This time it's the Chicago Inter-Student Catholic Actionists trying to set up a board of "review" to put their seal of approval on records to qualify the records for airing. I don't propose to have my program material censored by *any* group—Catholic, Baptist, Methodist or atheist, Republican, Democratic or Socialist. And I'm sure the entire broadcast business feels the same way.

At WBSC we make our own decisions and I'll back my decisions on the question of taste in R & B records against anybody's. I think I express the feeling of every station manager in the business when I say the business of broadcasting will never submit to any such sectarian censorship.

Neil Terrell, Gen. Mgr.
WBSC Bennettsville, S. C.

Subscriber on Subscription

EDITOR:

I thought the presentation on subscription tv in the April 11 issue was superbly done. It was completely factual, dispassionate and to me personally, most encouraging to see this treatment at this time.

Peter R. Nehemkis Jr., Atty.
Washington, D. C.

Valuable Volume

EDITOR:

. . . The many valuable and useful facts contained in this book [the 1955 BROADCASTING YEARBOOK-MARKETBOOK] will be a handy reference to me throughout the year . . .

G. Kirk Greiner
Young & Rubicam
New York

EDITOR:

. . . In the past I have always found this book very useful and a brief glance at this issue indicates that the 1955 YEARBOOK will prove even more valuable.

Richard C. Pickett
William Esty Co., New York

EDITOR:

. . . I find it very useful and it seems to be all-inclusive . . .

Larry Donino
Kenyon & Eckhardt, New York

EDITOR:

. . . We especially find the market data very helpful. We work closely with our merchandising department and feel that they can make good use of this information, too . . .

Kenneth White
Lennen & Newell, New York

Cat's Pajamas, Size 45

EDITOR:

Storage problem for 45 rpm records was a headache to us until we found a file cabinet and dividers in which the 45's fit so perfectly it looks like it was tailor made. The cabinet is No. 1071 F four-drawer legal file with a No. 4099 drawer insert in each of the drawers. Both items are made by Shaw-Walker.

This divider provides two seven-inch wide sections with metal "leaves" keeping the records upright. We find the leaves are very handy for keeping the records and groups separated. I hope this will be of use to other people faced with the 45 rpm storage problem. We think it's the cat's pajamas.

E. D. Scandrett, General Manager
WKEI Kewanee, Ill.

Editorial Clear-Up

EDITOR:

Your excellent editorial, "The Editing Function," in the March 21 issue of B•T, calls to mind a great need for self-education on the part of broadcasters if they wish to avoid further regulations by the authorities.

The editorial commented that "a number of broadcasters have asked B•T to do something to discourage record companies from distributing off-color selections." It further stated that these broadcasters complain that the growing incidence of smut in R-and-B releases has obliged them to listen to records before playing them on the air! How low can a broadcaster get in measuring his obligations on the public as a licensee?

More editorials like "The Editing Function" and "Late for Bait" [B•T, March 21] will do much to clear up a highly unhealthy situation. More power to B•T!

Arch Shawd, President,
WKBZ Muskegon, Mich.

Thanks-to-Salk Appeal

EDITOR:

At the suggestion of William Asher, station manager, WESX this morning began broadcasting an appeal for all children, parents, their teachers and their friends to write a letter or a card of appreciation to Dr. Jonas Salk.

It is hoped that other radio stations will pick up and promote this appeal to Dr. Salk for his gift to humanity in the discovery of the Salk vaccine.

Albert Belknap, News Director
WESX Salem, Mass.

Sweeney Offsets Weaver

EDITOR:

Congratulations on the splendid story by Sweeney on radio [B•T, March 28] . . . I think this would make an admirable reprint that every station could use not only for sales staff but for entire personnel.

This more than offsets the one on tv that was irritating some time ago [B•T interview with NBC President Weaver, Feb. 28].

R. T. Mason, President
WMRN Marion, Ohio

Expanding Markets Book?

. . . The geographic series [B•T's Expanding Markets series: The South, Nov. 15, 1954; Georgia, Dec. 27, 1954; The Carolinas, March 21] is really great . . . I think there would be a real place on many shelves for a collection of them in book form.

In addition to the convenience and help it would be to those in business, I am thinking of the school library field where it would be able to serve as a concrete example of the application of geography and economics to business in general and high class salesmanship in particular . . .

Joseph A. McDonald, Treasurer
NBC, New York

[EDITOR'S NOTE: Mr. McDonald's flattering suggestion is receiving serious consideration.]

MEMORANDUM

from: CIRCULATION DEPT date: APRIL 4, 1955

to: THE PUBLISHER subject: CIRCULATION

We sold 217,354 copies of the magazine the first quarter of 1955.

This is our all-time circulation peak.

According to the latest records, B-T today has more paid circulation than the combined paid circulations of the four other vertical publications in its field.

JC: Swell - We'll make it 250,000 by Fall - a real bonus for our advertisers — SL

John P. Cosgrove
Circulation Manager

BROADCASTING • TELECASTING

GET ALL EQUIPMENT FROM ONE MANUFACTURER...

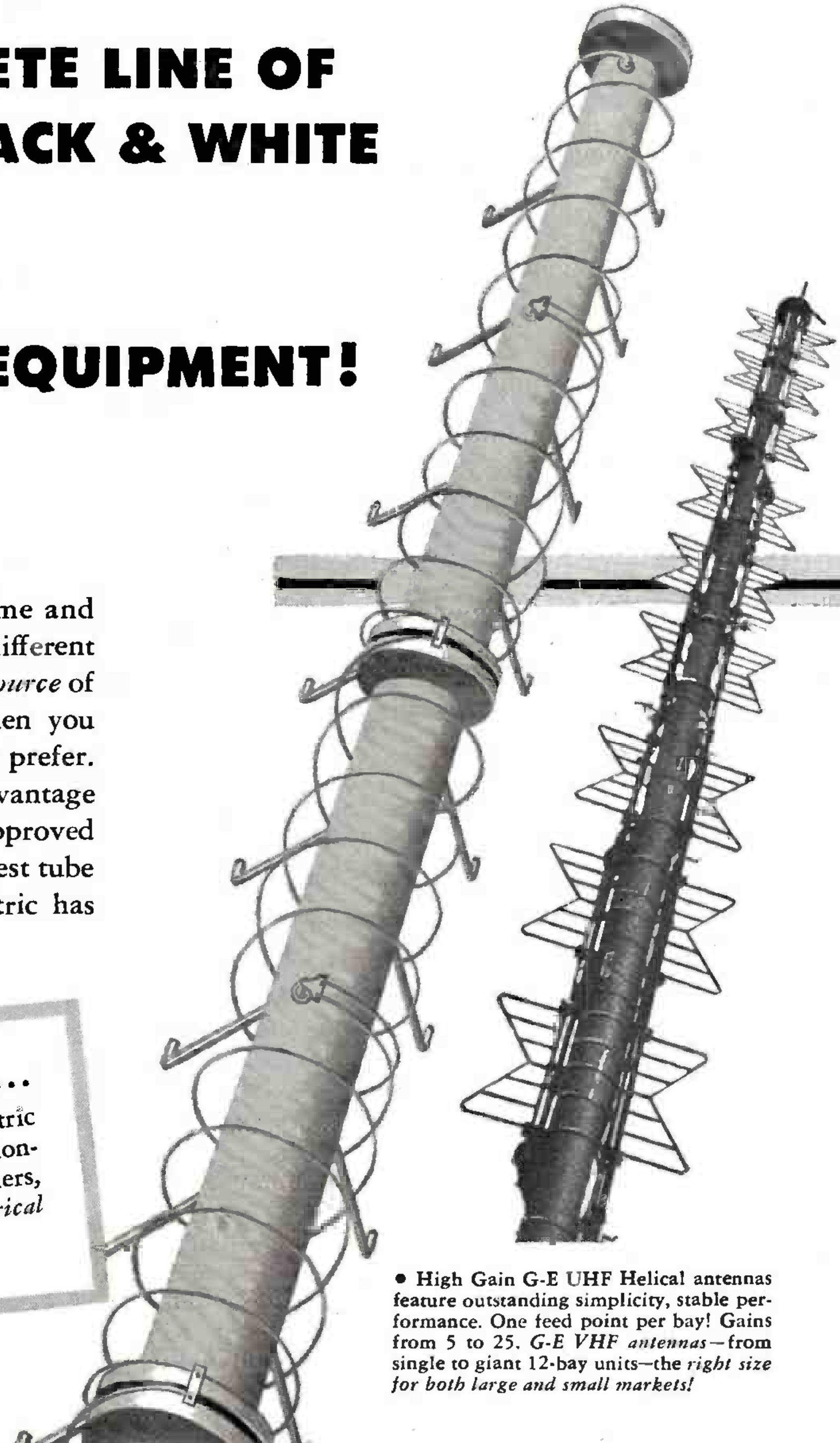
G.E. OFFERS YOU UNDIVIDED RESPONSIBILITY

FOR A COMPLETE LINE OF COLOR OR BLACK & WHITE

TV EQUIPMENT!

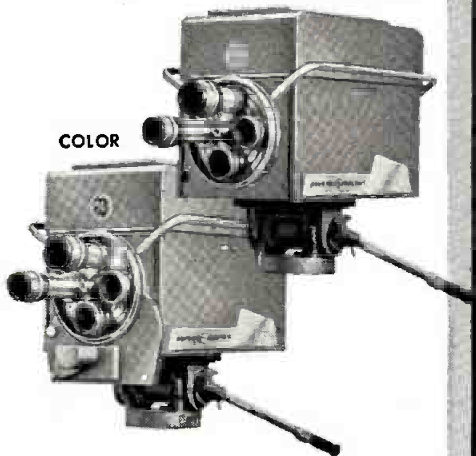
TV BROADCASTERS—Why spend extra time and money buying your equipment from many different suppliers? Let General Electric be the *single source* of *responsibility* for delivering equipment when you want it...for delivering the performance you prefer. G.E. can answer *all* your TV needs! Take advantage of General Electric's performance tested and approved equipment. Go down the list—from the smallest tube to 50 kw VHF transmitters—General Electric has everything you need to go on the air!

COMPLETE EQUIPMENT MEANS...
the widespread resources of General Electric Company are available to you for air-conditioning, lighting, voltage regulators, transformers, wire and cable...in short, *all your electrical and electronic requirements!*



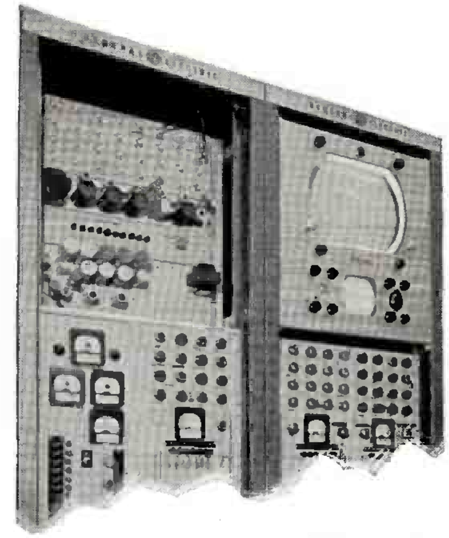
• High Gain G-E UHF Helical antennas feature outstanding simplicity, stable performance. One feed point per bay! Gains from 5 to 25. *G-E VHF antennas*—from single to giant 12-bay units—the *right size for both large and small markets!*

• G-E Color or Monochrome Camera Channels. Finest quality, high economy plus operating ease.

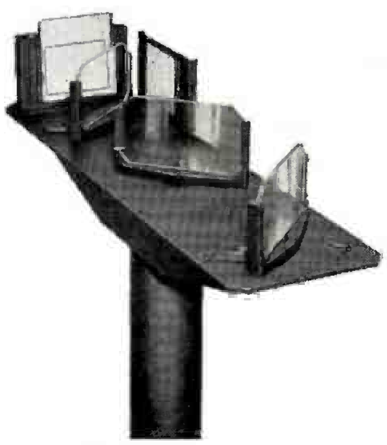




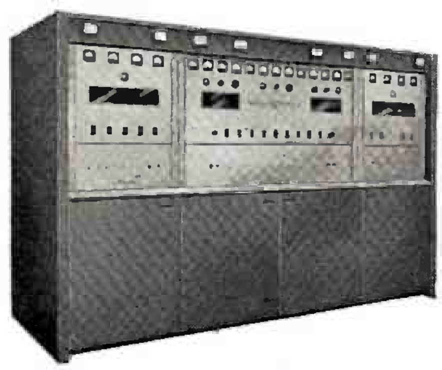
• Complete Color Film & Slide Facilities. *Ideally-integrated* units deliver versatile commercial and film programming.



• The G-E Chromacoder for live local programs. Here is practical *economy* which *must* affect your color plans.



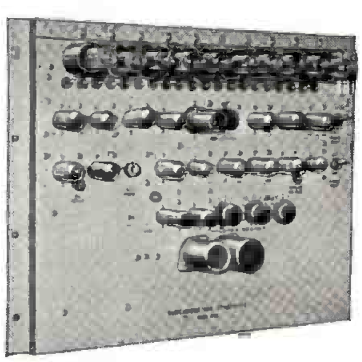
• With this G-E Optiplexer the Vidicon handles 4 projection sources.



• G-E Transmitters answer all requirements . . . color or B & W. From 5 to 100 KW VHF, from 1 to 45 KW UHF.



• G-E Vidicon Camera Channel achieves most life-like reproduction of film. No shading required.



• G-E Sync-Generators literally set the pattern for proposed RETMA requirements . . . stamped *finest in the industry!*



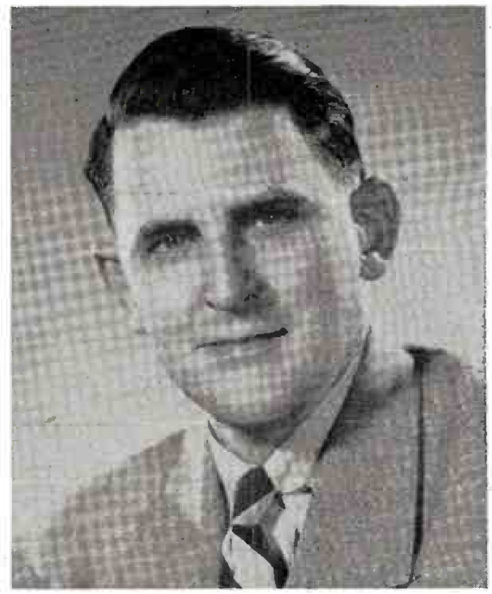
• G-E All Plug-in Audio Console—equally versatile in local or network operation. 9 mixers and up to 7 input pre-amplifiers.

Remember

The pieces of equipment shown here represent a mere fraction of the complete G-E TV line. There's a G-E combination to exactly fit any broadcaster's needs. Get the G-E story first-hand. Have our representative make an in-person presentation of the new, economical *Pyramid Plan* for color TV. Or, write: *General Electric Company, Broadcast Equipment, Section X245-25, Electronics Park, Syracuse, New York.* In Canada, write: *C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.*

Progress Is Our Most Important Product

GENERAL ELECTRIC



JAMES W. STAPLES

on all accounts

A PRODUCT of the turbulent economic period of the late 1920's and early 1930's, James W. Staples, Los Angeles office manager, Beaumont & Hohman Inc., tried his hand at many interesting occupations before entering the advertising agency field.

A fourth-generation Californian, young James was born in Bakersfield, educated in the Fresno public school system (what he calls "Saroyan Territory"), and entered the U. of California in the class of 1929. A business administration major, he left the university before receiving his degree to become one of Los Angeles' first Frigidaire salesmen.

Then followed stints as an interior decorator specializing in theatres, as an employe of Technicolor Corp. during its early experimental days, and as a technician in a wide-screen process pioneered by M-G-M Pictures in 1931.

In 1934 he satisfied a long-standing ambition to enter advertising and joined Ruthrauff & Ryan Inc., then organizing its west coast office, as an account executive. For seven years he serviced a wide variety of national food and automotive clients before family obligations forced him to move to Washington, D. C.

With war approaching, he joined the American Red Cross headquarters there to publicize the need for nurses. In 1941 he became an account executive for N. W. Ayer & Son Inc., Philadelphia, servicing the Goodyear, National Cash Register and International Correspondence School accounts.

Mr. Staples became Pvt. Staples in 1943, and served in combat military police and the Signal Corps before a leg injury sent him to Riley General Hospital, Springfield, Mo. After recovery, he was assigned public relations duties with the hospital.

Discharged as a staff sergeant following the war, Mr. Staples organized his own Los Angeles agency and later joined W. E. Bothwell & Associates as an account executive. In 1951, he assumed his present position with Beaumont & Hohman Inc. His father and grandfather were among the first clients of the agency when it was organized in Fresno.

The Los Angeles office handles much of the radio and tv commercial production for such B & H clients as Greyhound buses, Green Spot citrus beverages and McCormick & Co.

Still a bachelor, James Staples practices what he calls "serious" amateur gardening, raising orchids and camellias in his comfortable Brentwood home. He is also an ardent photographer, hunter and fisherman and a devotee of good eating, including amateur cookery.

our respects

to JACK MASON DAVIDSON



PRACTICAL EXPERIENCE in all phases of radio station operation is going to be mighty useful this year to Jack Mason Davidson, newly-elected president of the Canadian Assn. of Radio & Television Broadcasters. His year will be a busy one, judging by the agenda of industry-wide problems which he inherited and other matters which already loom on the horizon.

On the industry level Mr. Davidson will appear before the Canadian Parliamentary Radio Committee with his board of directors to present a brief in which the CARTB will request further consideration of an independent regulatory body for Canadian radio and television, and also to urge the government to change its policy and allow independent second tv stations in Canada's six major markets as well as in smaller markets.

With this task underway, he also will appear before a Royal Commission on Copyright to present a brief on the industry's stand on that subject. Too, he'll handle a sales clinic for radio and tv before the Assn. of Canadian Advertisers at Toronto early in May. Sometime during the year as CARTB president he will attend another session of the Inter-American Broadcasters Assn., already having attended his first sessions at Havana and Mexico City this past winter, and attend regional meetings throughout Canada.

Jack Davidson began his radio career as a salesman-announcer at CJKL Kirkland Lake, Ont., in 1939. His start on a small station in a gold mining town in northern Ontario followed a short stint in banking.

At CJKL, Mr. Davidson was a jack-of-all trades, doing everything from operating to writing copy on the accounts he sold. That was in the early years of World War II when gold mining was important to enable Canada to pay cash for her purchases in the U. S. Within two years young Jack Davidson had become manager of the station and had visited the two other northern Ontario stations owned by Roy Thomson, CFCH North Bay and CKGB Timmins. When Mr. Thomson, with Sen. Rupert Davies, opened CHEX Peterborough in 1942, Mr. Davidson was moved from CJKL to manage the new station. Later that year the two owners opened CKWS Kingston and Mr. Davidson became manager there. Three years later he was made station supervisor of Northern Broadcasting Co., with headquarters at Toronto, to look after all five stations.

Today Mr. Davidson is general manager of Northern Broadcasting Ltd. and of each of the five station operating companies. He also is general manager of CHEX-TV and CKWS-TV, both of which have gone on the air this year. To gain experience in tv, he has visited numerous stations in the U. S. and Canada during the past two years.

In his present position Mr. Davidson is one of three executive assistants to Roy Thomson. He looks after the radio and television interests, while the other two members of the triumvirate look after Mr. Thomson's newspaper, trucking and manufacturing interests in Canada, the U. S. and Great Britain.

Jack Davidson was born March 4, 1911, at Sauble Falls, Ont., in a rural part of the province close to the shores of Lake Huron. He was educated at Mitchell, Ont., where he started his business career at the local branch of the Canadian Bank of Commerce. Having lived in small towns and small cities until 10 years ago, he knows the problems of the small community, a fact of importance to the majority of Canadian broadcasters whose stations are located in small communities.

As general manager of Northern Broadcasting Ltd., Mr. Davidson is a firm executive, although outwardly he appears shy and is of a retiring nature. He gives his station managers full autonomy in programming, keeps a close check on national as well as local sales and does much of the major equipment buying for the group of stations. He visits the stations frequently.

On the industry level Mr. Davidson believes that "broadcasting should be required to live within the law of the land the same as other means of communication, but should not be regulated beyond other media. Broadcasting should certainly not be regulated by its competitors," he points out.

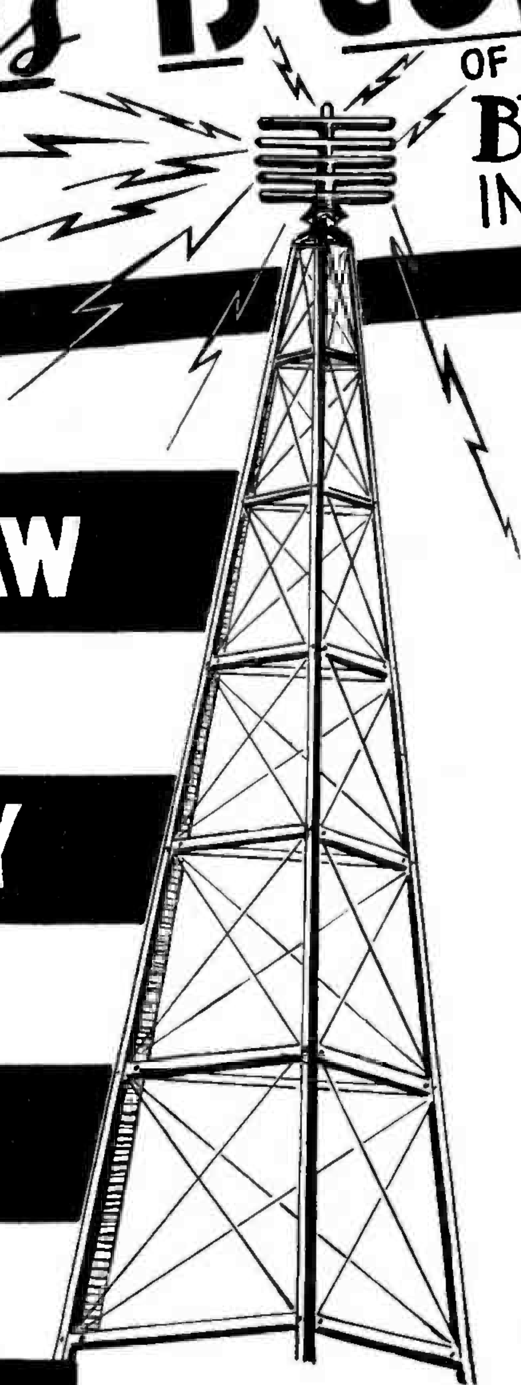
He also feels that in major centers "the public wants to view other Canadian tv stations. Canadians are entitled to a choice in every other field, printed materials, motion pictures and sports. Therefore they should be entitled to a choice in tv programs." Currently government policy allows only one tv station in any one city.

For the past four years Mr. Davidson has been a director of the CARTB and in the past year has been chairman of its sales advisory commitee. Under his leadership this committee has set up a radio sales presentation without reference to other media, which is now being presented to Canadian advertisers following a year of preparation.

Mr. Davidson married Frances Spence of Stratford, Ont., in 1933. They have two children, Bill, 17, and Jacquie, 16. They live in Leaside, a suburb of Toronto. Jack belongs to the Gyro Club, of which he is a past president; to the Albany Club, and the Toronto Advertising & Sales Club. He plays a good game of golf and enjoys a game of poker.

This IS COVERAGE

OF NORTHEASTERN MICHIGAN'S
BILLION DOLLAR
INCOME MARKET!



SAGINAW

BAY CITY

FLINT

MIDLAND

WNEM-TV
HAS
70% AVERAGE SHARE OF AUDIENCE

PULSE PROVES IT!

All Figures From Pulse Report of Saginaw-Bay-Midland Area Jan. 16, 55.

WNEM-TV HAS....

- ★ ALL 15 TOP WEEKLY SHOWS
- ★ ALL 10 TOP MULTI-WEEKLY SHOWS
- ★ LEADS IN 205 OF 208 QUARTER HOURS

100% YARDSTICK SHARE OF AUDIENCE

STATION	10 A.M.-12 Noon	12-6 P.M.	6-12 P.M.
WNEM-TV	77	72	59
STATION B	20	15	13
STATION C	2	11	26

312,555 Sets

- $1,986,419,000 SPENDABLE INCOME
- $1,484,325,000 RETAIL SALES
- 1,312,422 POPULATION

FULL POWER - NETWORK COLOR

WNEM-TV

NBC - DUMONT

Affiliated With

Gerity Broadcasting Co.

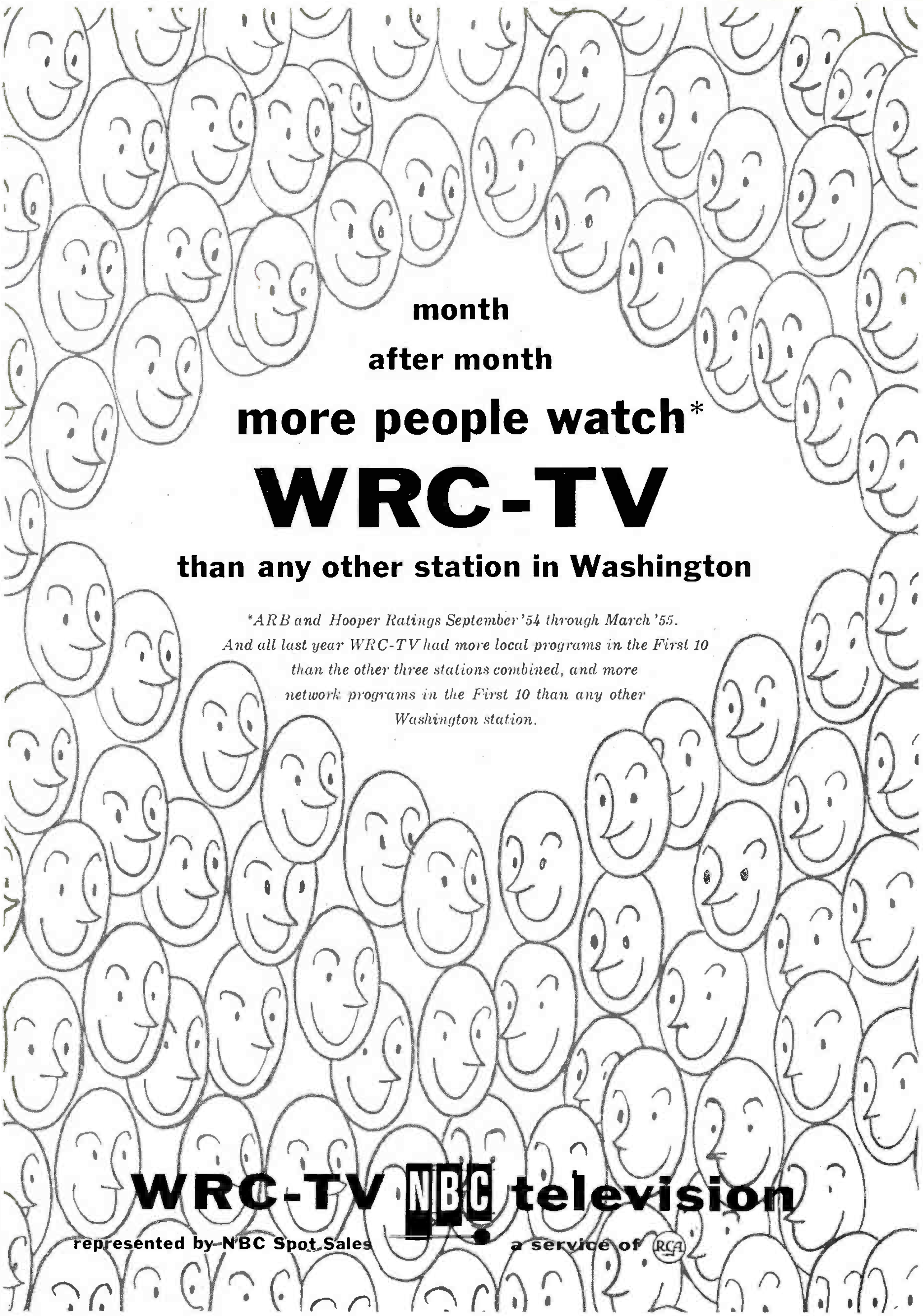
WABJ, ADRIAN WPON, PONTIAC

For Complete Details . . . Call
Headley Reed, New York, Chicago
Michigan Spot Sales - Detroit

WNEM-TV
CHANNEL 5

A *Gerity* STATION

JAMES GERITY, JR., *President* ★ ★ ★ HARRY E. TRAVIS, *General Manager*


month
after month
more people watch*
WRC-TV
than any other station in Washington
*ARB and Hooper Ratings September '54 through March '55.
And all last year WRC-TV had more local programs in the First 10
than the other three stations combined, and more
network programs in the First 10 than any other
Washington station.
WRC-TV NBC television
represented by NBC Spot Sales
a service of RCA

BROADCASTING TELECASTING

April 25, 1955 Vol. 48, No. 17

THE MAJOR MOVIE MAKERS AWAKEN TO TELEVISION LURE

Walt Disney, Columbia and Republic were the pacesetters. Warner Bros. and 20th Century-Fox are venturing in now, and Paramount, Metro-Goldwyn-Mayer, Universal-International and RKO Radio are expected to join in due course. An up-to-the-minute situation report compiled by B•T's Hollywood and New York bureaus.

THE MOVIES are moving into television.

Stimulated by the startling success scored by Walt Disney with his *Disneyland* series on ABC-TV and by the less sensational but still solid records achieved by the video ventures of Columbia Pictures and Republic Pictures, other major motion picture studios are taking a new hard look to see what television might mean to them. And having looked, they are starting to move into this new medium.

Their foremost fear—that any move to produce pictures for television might alienate the operators of the movie theatres who would resent this studio-produced competition—is fast fading under the proof, so vividly provided by *Disneyland*, that the home audience built up week after week by an outstanding tv series can supply a great many ticket buyers when the program producer's pictures are shown at their local movie houses.

Another strong incentive for an entry into tv is the fact that a studio's history of box-office success with its theatrical offerings makes its tv fare saleable sight unseen to sponsors and their advertising agencies. Also attractive is the seeming willingness of advertisers and broadcasters to allow the producer of motion picture films for tv to take over a substantial slice of the overall air time for the promotion of his current theatre pictures.

Thought in some quarters, though this opens up a completely new subject, is that this is a move on the part of the major motion picture studios to help get around the exhibitors when subscription tv becomes an actuality.

When Disney and ABC-TV effected their tie-up a year ago, the format of the proposed *Disneyland* series was not divulged. Within two months, the magic name of Disney had wooed American Motors Corp., Derby Foods and American Dairy Assn. onto the network. As a result of that program's success, advertising agencies are buying and are ready to buy, sight unseen, on the basis of the studio's name alone.

The producer and ABC-TV had little or no trouble selling the upcoming five times weekly hour-long *Mickey Mouse Theatre*. The eight sponsors, who latched onto the program five months in advance of the Oct. 3 premiere, didn't know until the week of April 11 what they had bought. At that time, the representatives from American Dairy Assn., Carnation Co., Mars Inc., Welch Grape Juice Co., General Mills Inc., Campbell Soup Co., Bristol-Myers Co. and Armour & Co., met at the Disney studios for an unveiling of the format.

Next studio to follow suit was Warner Bros. Its newly formed television division, headed by Jack L. Warner, is set to produce *Warner Bros. Presents*, an hour-long series of 39 films for ABC-TV. Scheduled to start Sept. 13 in the Tues., 7:30-8:30 p.m. time slot, this series has reportedly also been sold sight unseen. While the deal is unconfirmed, Liggett & Myers seem ready to take a half-hour weekly with General Electric Co. taking the remaining half-hour on an alternating basis.

20th Century and GE

20th Century-Fox, through TCF Television Productions Inc., has been approached to produce an hour-long color film series for General Electric Co. (major and small appliances) to start on CBS-TV this fall, and the details are now being worked out. Nothing much is known about the $2 million project, except that it will be anthology in nature, possibly employing both dramatic and variety formats. Current thinking has it alternating with *United States Steel Hour* in the Wed., 9-10 p.m. time slot.

It can't be said that 20th sold CBS-TV the $8.5 million five-year deal for *My Friend Flicka* sight unseen. There were three feature films in the series that were released theatrically during the 1940's, which may well have served as pilot films. CBS-TV is currently negotiating with several advertisers to sponsor *My Friend Flicka*, which will be telecast on Friday evenings.

With these studios to set the pace and providing they stick to their intention of making quality products, it stands to reason that Paramount Pictures, Metro-Goldwyn-Mayer, Universal-International and RKO Radio Pictures will undoubtedly find a warm welcome should they give tv advertisers any encouragement.

Also started by Disney and to date proving successful for the producer, the theatrical exhibitor and the tv viewing audience, is that of translating motion picture footage to the video medium and sprinkling it liberally with clips and promotion for upcoming theatrical releases. Whether this practice, when engaged in by other studios in large doses, can continue to entertain and not antagonize the tv viewer, sponsor and network, remains to be seen. Warner Bros. and TCF have both signified their intention of devoting at least six minutes of their hour-long programs to such promotion. Paramount, a spokesman told B•T, "won't do anything in tv that doesn't provide a healthy plug for its theatrical releases."

The major studios, those that have joined tv or are at least indicating more than a passing interest, can go in one or both of two directions. They can, as Disney has, set their studio facilities to turning out hour-long programs, either dramatic or variety in format, based upon or into which has been incorporated current and upcoming theatrical footage. In the manner of Columbia, through Screen Gems, they can set up separate tv film subsidiaries to produce regular video fare for network or national sale. Or, though it doesn't seem likely with perhaps the exception of Allied Artists, they can follow the lead of Republic Pictures and establish subsidiaries for syndication of new products and distribution of old theatrical properties.

The upcoming potential giants of tv film pro-

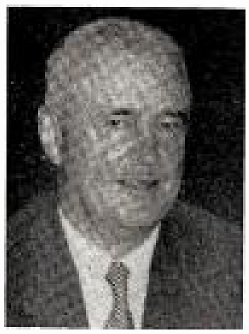


FILMING the "Davy Crockett" series for ABC-TV's *Disneyland*. Its immediate success was one of the big factors in persuading the movie makers to try tv.

THESE AFFIRM THE TREND TO TV


JACK L. WARNER
Warner Bros.


CORNWELL JACKSON
JWT


PAUL RAIBOURN
Paramount


SID ROGELL
20th Century


MICHEL KRAIKE
TCF

gramming are Warner Bros., 20th Century-Fox and, undoubtedly, Paramount Pictures.

Warner Bros. is going into tv with both feet. Three sound stages have been allotted to tv as a beginning. The television division for ABC-TV's *Warner Bros. Presents* will produce three different types of programs in groups of 13 each. Divided into adventure, romance and western, they bear the titles of three Warner theatrical films, "Casablanca," "King's Row" and "Cheyenne," respectively. Budget is said to be in the neighborhood of $75,000 per program. For the studio, the series is expected to serve the double purpose of stimulating ticket sales at the box office and providing a training ground for personalities and talent to be utilized in new feature films.

At the same time, Warner Bros. has launched Sunset Productions, its newly formed tv film subsidiary which will be headed by Jack Warner Jr. [B•T, April 11]. First project, preparation of which is underway for fall telecasting, is *Men of the Sky,* half-hour entertainment film series in color covering the entire range of aviation in war and peace and bearing the official seals of the Department of Defense and the Air Force. Yet to be announced is whether a national sale must be in the bag before the cameras turn, or whether a pilot will be made first.

Interestingly enough, Warner's previous and almost sole interest in tv has taken the form of producing theatrical films based on established video programs. Leading the way last fall was NBC-TV *Dragnet,* the feature which was completed by Jack Webb in 24 days on a $500,000 budget. Deals have recently been announced whereby the studio will make feature film versions of CBS-TV's *Our Miss Brooks* and CBS-TV-ABC-TV's *Lone Ranger.* Perhaps the greatest switch is the current shooting of *Pete Kelley's Blues,* which Jack Webb had on NBC Radio four summers ago and plans to do on tv after he gets the reaction to the feature version.

TCF Television Productions, on the premise that all tv will eventually be film, is "going into video big with a class operation on a long range program." To this end, the 10 motion picture sound stages at the studio's Western Ave. lot in Hollywood have been divided into three each, to make a total of 30 sound stages at TCF's disposal. While TCF can lease space to independent tv film producers, the ultimate plan is to utilize all of its facilities for its own production. Million-dollar re-tooling job has been done on the Western Ave. lot and TCF, headed by Sid Rogell, expects to move in and start filming *My Friend Flicka* and the GE series within the next month.

Planning to sell only first-run and regional rights on a syndicated or national sponsor basis, TCF does not anticipate any partnership or participation deals. It will not do the physical production for a package it does not own, nor will it go into a partnership without ownership of the films, according to Michel Kraike, executive assistant to Mr. Rogell.

Its proposed tv film production will in no way be designed as a training ground or a showcase for talent, nor will it replace 20th's defunct "B" motion picture program, according to a TCF spokesman. While not denying that future motion picture stars might result from this tv exposure, he emphasized that 20th's contract stars and personalities will be utilized for tv and that the studio will not put out anything for tv that isn't a class A product.

In this matter of tv film production, Paramount is playing a cautious game with little more than speculation as to what's in the works. While Paramount is quite involved in the electronics field through Telemeter, Chromatic Laboratories and Paramount Television Productions, the tv film production efforts have been rather abortive, with a tentative series suddenly being shifted into theatrical release a year or so ago.

Paramount and C-P

Something definitely seems to be in the works for Paramount to produce a series for Colgate-Palmolive Co. to replace the current *Colgate Comedy Hour* on NBC-TV. It might possibly be done through Yorke Productions, which is owned by the studio but in which an interest is held by Dean Martin and Jerry Lewis. The latest report is that it would be a series of 26 programs, some live and some filmed, with the comedy team appearing in five of them. Not to be dismissed lightly in such a proposed deal is Paramount's tie-up with such other stars as Bing Crosby, Bob Hope, Danny Kaye and, now, George Gobel. Additionally, the studio has been and is operating under a policy of heavy tv exploitation for its theatrical releases.

As to Paramount Television Productions, it can be pegged as sort of on the fence. It is syndicating kinescopes of the weekly hour-long *Bandstand Revue,* which emanates from the PTP-owned KTLA (TV) Hollywood, in 10 tv markets. Plans are afoot to syndicate kinescopes of *Western Variety,* another 60-minute weekly series which also originates at KTLA.

The station, which recently moved to a 10-acre Sunset Blvd. site, is understood to be using only about one acre for its operations. Motion picture sound stages are under construction on the remaining acreage, which fact gives rise to speculation that Paramount Pictures or Paramount Television Productions anticipates either tv film production on one or the other's own hook or the rental of space to outside producers.

All that can be gleaned from MGM is that it has reached the survey stage, with Les Peterson, executive in charge of the radio-tv department, contacting west coast tv film producers, agency and network executives. Study of the survey results will decide whether MGM will do anything about tv filming this time around. A report was circulated that Pontiac Div. of General Motors has approached the MGM studio with the view to doing an alternating weekly hour-long show on NBC-TV next season, but the Pontiac agency, McManus, John & Adams, denied that any such deal had been made.

Four years ago Universal - International, through a subsidiary, United World Films, produced the *Fighting Man* series of 13 tv films. It has since changed ownership, but reasons given for the series' failure to make the grade seem to hinge on too high an asking price. In the meantime, United World Films has been quite active in the East making tv film commercials.

President Milton R. Rackmil told his stockholders last month that U-I "proposes to go into tv film production when we can make money at it." When queried last week by B•T, U-I said "no comment." The studio is allegedly studying its story properties with another try at tv program production in mind for the near future.

RKO, about which nothing seems certain and almost anything sounds plausible, seems to be fairly quiet at the moment. Practically everybody and his brother has been rumored as buying the studio from Howard Hughes or RKO's backlog of some 700 feature films. Reported on the inside track at various times have been the Stolkin syndicate (whose deal fell through at apparently the last moment), Floyd Odlum, Arthur Krim, Elliott Hyman, William Zeckendorf, Aristole S. Onassis, National Bank of Boston, American Broadcasting-United Paramount and Thomas O'Neil.

Reported prices offered for the backlog vary from $8 million to $25 million. Trade opinion has it that the value of this backlog is rapidly diminishing in relation to tv distribution.

RKO Pathe, RKO's eastern subsidiary, has been quite active in tv film commercials and is supposedly going into filmed tv program production. If talks with John Gibbs and NBC Film Division bear fruit, two half-hour series are expected to roll shortly in Bermuda. Series, as of now, would be *Sarong* starring Dorothy Lamour, and one based on Philip Wylie's "Des and Crunch" *Saturday Evening Post* stories.

Columbia, through Screen Gems, is the first major studio to enter and stay in tv film production. SG, whose gross for this year is estimated as high as $11 million, continues active in the filming of commercials in the East and of programs on the West Coast. Pencilled in by SG is further filming of NBC-TV's *Ford Theatre, Father Knows Best;* CBS-TV's *Damon*

Runyon Theatre, Captain Midnight; ABC-TV's *Adventures of Rin Tin Tin;* unscheduled as to time and network are *Falstaff Celebrity Theatre, Jungle Jim* and the upcoming *You Can't Take It With You.*

Within a few years every major motion picture studio in Hollywood will be engaged in tv filming, according to an SG official, because tv is important to the studios as assured income. As part of a major studio, he added, such an operation isn't faced with a short bankroll and doesn't have to get its money back on the first run. In fact, SG prefers to put all it possibly can into the production budget and recoup its money on the re-runs, he declared.

Latest rumor in the trade has Columbia Pictures and NBC-TV discussing an hour-long live show. The proposed series, devised by Jerry Wald, Columbia executive producer, and Fred W. Wile Jr., vice president in charge of network programming for NBC Western Division, has yet to be rejected or approved by Harry Cohn, Columbia president, in New York.

Herbert J. Yates, president of Republic Pictures, earlier this month threw the industry into an uproar by telling the company's stockholders that he intended to cease theatrical film production and concentrate solely on tv [B•T, April 11]. Immediately following the circulation of that announcement, Mr. Yates declared that "Republic's production policy had been grossly misstated."

Now that the smoke has cleared away, it looks as if Republic, through Hollywood Television Service, will continue to distribute features and syndicated series to tv, and through Studio City Television Productions, continue to produce filmed tv series. In addition to *Stories of the Century,* SCTP has given the go-ahead to *Behind the Scenes, Adventures of Dr. Fu Manchu* and two more series to be announced at the upcoming NARTB convention.

Allied Artists, through Interstate Television Corp., made a tentative entry into tv film production with *Ethel Barrymore Theatre* about three years ago. Since then, AA has used Interstate as the video distribution arm for old AA (formerly Monogram) feature films, the *Barrymore* series and the *Hans Christian Andersen* quarter-hour package. As to new tv film production, an AA spokesman told B•T "it's possible, but any plans are indefinite."

What might prove a dark horse entry into tv film production is United Productions of America. This little-publicized group has been turning out Academy award-winning theatrical cartoons—notably "Mr. Magoo" and "Gerald McBoing-Boing"—and multi-award-winning tv film commercials for the past several years. At the recent re-elections of officers, President Stephen Bosustow announced that UPA in-

(Continued on page 32)

CAMERA VISION SYSTEM DEMONSTRATED

Motion picture camera and electronic camera combined into single unit permit faster, lower cost film production. Similarity to DuMont's Electronicam system may lead to court battle.

THE COMBINED motion picture and electronic multiple camera system devised by Camera Vision Productions Inc., Hollywood, was demonstrated last week at Republic studios before nearly 75 industry executives and representatives.

They saw an electronic camera and a motion picture film camera placed side-by-side in a single mounting. Calibrated and parallax-corrected, the motion picture camera photographs exactly what is seen on the electronic camera.

The system employs two or more electronic-and-film camera units, depending on the complexity of production. The normal complement is three camera units, according to Camera Vision technicians, but more can be added with certain adjustments. The units are contained in a spun glass "blimp" envelope and mounted on Cinemobile crab-type dollies developed by the Houston-Fearless Div. of the Color Corp. of America.

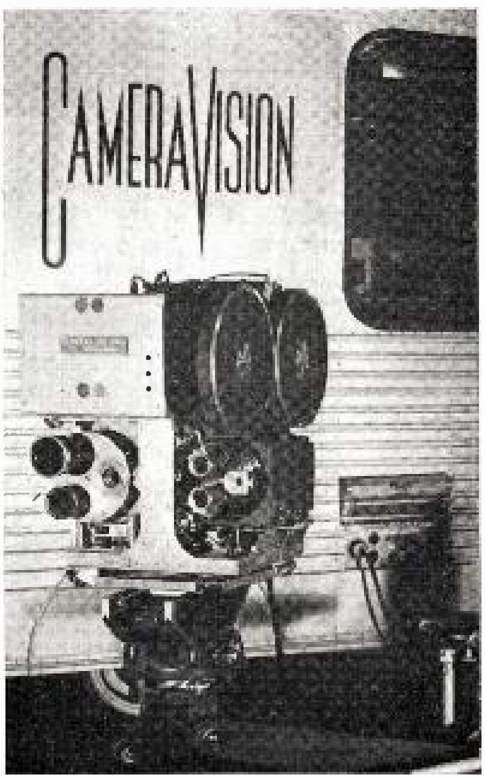
Images from the electronic camera chains are fed to a 40-foot mobile control trailer unit which contains a master control room, an audio control room and a high-speed film-processing room. The high-speed processing room is equipped to house new processing equipment developed for Camera Vision by Houston-Fearless. This equipment enables the director, the film editor, the cinematographer and other key production personnel to see a complete kinescope film recording within 60 seconds after shooting. The kinescope is made for the specific purpose of pre-editing what has been filmed, or for previewing what will be filmed later with the motion picture camera.

Master control is similar to that of a tv studio, containing the monitors for the electronic cameras. Use of the master control room permits personnel, including the director, editor, cinematographer and sound engineer to work as a single close-knit unit, not possible to a high degree in previous filming systems, according to Cinema Vision spokesmen.

With these advantages, "below line" production costs (costs of actually putting the production on film) can be substantially reduced, they claim.

Camera Vision permits a live show to be filmed directly onto top-quality motion picture film in color as well as black-and-white. Present kinescoping systems permit only black-and-white recording and with poor photographic quality, they point out.

Additionally, Camera Vision motion picture cameras employ a 33-minute film magazine, as compared to the 10- or 11-minute magazines presently in use. This permits uninterrupted filming over longer periods of time than hitherto possible and the recording of live programs without excessive breaks due to magazine changeovers.



THE CAMERA VISION camera unit: the electronic television camera (left) is calibrated to the motion picture camera (right). Above the latter is the 33-minute film magazine. The camera unit contains automatic, manual and remote iris and focusing controls and other technical advancements developed by Camera Vision engineers. By a system of intricate parallax controls, the motion picture camera photographs exactly what the electronic camera sees.

If needed, the Camera Vision system can film a program or a scene on the motion picture camera and simultaneously, through the parallel electronic system, transmit the program live and record it either on kinescope or on video tape, or both.

Financial details are not completely settled, Camera Vision spokesmen told the demonstration audience. It will be leased, they announced, but whether on a percentage, footage or flat fee basis is yet unknown.

With technical problems now virtually solved, first leasing units will be available within 60 days, they announced. Each lessee will be required to use the services of a five-man Camera Vision crew, much as Technicolor crews are furnished by that company.

Commenting on the recently-introduced DuMont Electronicam camera system [B•T, April 18], Arthur S. Lyons, a Camera Vision co-owner, indicated that a legal conflict may develop. In 1950, upon completion of the Camera Vision prototype camera, the Hollywood firm entered into an agreement with Dr. Allen DuMont in which the DuMont network was to purchase all the Camera Vision units which could be produced, Mr. Lyons said. Additionally, DuMont engineers were to be allowed access to all new Camera Vision developments, Mr. Lyons continued.

Early in 1954, before the final optical developments of Camera Vision were completed, DuMont dropped out of the agreement and subsequently introduced the Electronicam system, Mr. Lyons noted.

"The matter is now in the hands of our attorneys," he noted.

Camera Vision has had a long history of legal battles which abated somewhat last year [B•T, June 7, 1954] when hillbilly singer-comedienne Judy Canova and her husband, Philip Rivero, bought a controlling interest in the firm.

Listed as chief technical contributors to the development of the Camera Vision process are: Harry Cunningham, inventor, Cunningham combat camera; Harold Jury, electronics engineer, formerly with CBS-TV; Gil Weyland, CBS-TV electronics engineer; James Cunningham, Techno-Instrument Co.; Glenn Robinson, John Willot and Roy Helfengstein, Aremac Associates, Pasadena; Jack Strauss, electronics engineer, and Bert Glennon, A.S.C., motion picture cameraman.

THE FACTS AND FIGURES OF NETWORK ADVERTISING

CHRYSLER BECOMES NO. 3 TV SPENDER IN PIB'S FEBRUARY LISTING

CHRYSLER Corp. has continued its climb in the top 10 lineup of tv network advertisers, according to a compilation of data supplied for February by Publishers Information Bureau.

The automobile maker worked itself up from fourth to third position in one month. Also, comparing February with the preceding month, Gillette descended in rank from second place to fifth.

With the exception of these changes, there was little difference in the top 10 in both radio and tv network time purchases in February as compared to January.

Procter & Gamble, with $2,388,163 gross in network tv, continued as the pace setter in the television top 10. P & G spent $3,195,495 for radio-tv network time combined, which was only slightly less than what the company spent in January 1955, and about $400,000 more than it paid out in February 1954.

While few changes appeared in this year's February-January comparison of the top 10 advertisers in network radio, the list last February as compared to the

TV NETWORK TIME ADVERTISING EXPENDITURES, TABULATED FEBRUARY AND JAN.-FEB. 1955 COMPARED WITH 1954

	February 1955	Jan.-Feb. 1955	February 1954	Jan.-Feb. 1954	Leading Advertisers by Product Groups in February 1955	Network Time Purchases in February 1955
Apparel, Footwear & Access.	$ 329,844	$ 595,120	$ 338,065	$ 681,983	International Shoe	$ 74,319
Automotive, Auto Access. & Equip.	3,238,592	6,744,372	2,075,936	4,346,010	Chrysler	1,085,830
Beer, Wine & Liquor	499,832	1,001,006	477,528	999,722	Pabst Brewing	181,412
Bldg. Materials, Equip. & Fixtures	72,889	130,523	121,271	188,794	Johns-Manville	47,565
Confectionery & Soft Drinks	740,848	1,616,414	611,010	1,336,196	Coca-Cola	241,344
Consumer Services	120,591	297,837	73,829	173,837	Electric Cos. Advertising Program	83,616
Drugs & Remedies	1,808,559	3,762,394	1,165,457	2,431,855	American Home Products	602,564
Food & Food Products	6,597,719	13,457,527	4,475,693	9,236,312	General Foods	959,547
Gasoline, Lubricants & Other Fuels	344,298	760,439	203,282	702,662	Gulf Oil	147,120
Horticulture		4,746			General Electric	542,575
Household Equipment & Supplies	2,669,759	5,558,162	2,085,322	4,260,636	Armstrong Cork	142,740
Household Furnishings	222,376	467,666	402,197	829,898	Reynolds Metals	227,257
Industrial Materials	628,055	1,146,993	481,047	934,742		
Insurance	139,224	348,213	152,652	279,618	Prudential Insurance Co. of America	98,124
Jewelry, Optical Goods & Cameras	372,558	791,342	172,389	429,372	Eastman Kodak	142,410
Office Equipment, Stationery & Writing Supplies	585,151	1,173,724	295,200	691,131	W. A. Sheaffer Pen	190,475
Publishing & Media	90,593	148,949	17,736	37,250	Curtis Publishing	46,314
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	793,127	1,669,583	653,020	1,414,431	Admiral	192,495
Retail Stores & Direct by Mail	10,392	10,392		42,345	Rexall Drug	10,392
Smoking Materials	3,262,286	6,650,035	3,175,233	6,601,533	American Tobacco	833,311
Soaps, Cleansers & Polishes	3,187,674	6,640,976	2,495,534	4,908,268	Procter & Gamble	1,981,963
Sporting Goods & Toys	4,464	17,856	12,420	28,900	Parker Brothers	4,464
Toiletries & Toilet Goods	5,082,438	10,899,450	3,227,257	6,771,087	Colgate-Palmolive	1,058,446
Travel, Resorts & Hotels	34,560	86,445	148,054	305,835	Pan-American World Airways	34,560
Miscellaneous	299,711	618,171	219,187	503,350	Quaker Oats Corp.	93,714
TOTALS	$31,135,540	$64,598,395	$23,079,319	$48,135,767		

Source: Publishers Information Bureau

The accompanying tables are taken from the report of Publishers Information Bureau on advertising expenditures for time on the nationwide radio and television networks during the month of February 1955.

TOP TEN TV NETWORK CLIENTS IN FEB. '55

1.	Procter & Gamble Co.	$2,388,163
2.	Colgate-Palmolive Co.	1,288,971
3.	Chrysler Corp.	1,085,830
4.	General Motors Corp.	1,035,875
5.	Gillette Co.	1,010,100
6.	General Foods Corp.	959,547
7.	American Tobacco Co.	833,311
8.	R. J. Reynolds Tobacco Co.	796,048
9.	General Mills	719,571
10.	Lever Brothers	705,316

TOP TEN AM NETWORK CLIENTS IN FEB. '55

1.	Procter & Gamble Co.	$807,332
2.	General Motors Corp.	467,053
3.	Gillette Co.	402,847
4.	Lever Brothers	367,291
5.	Miles Labs	366,487
6.	General Mills	300,550
7.	American Home Products	299,999
8.	Colgate-Palmolive Co.	288,067
9.	Liggett & Myers Tobacco Co.	245,601
10.	National Dairy Products	243,174

same month a year ago had the additions of National Dairy Products, General Mills and General Motors Corp. Not appearing last February, although in the list for that month in 1954, were General Foods, Sterling Drug and Swift & Co.

Gillette, fifth in the top 10 in network television, was not on the February 1954 list. Gillette took over from P. Lorillard Co.

Gross billings of the tv networks were up about $8 million last February above the same month of the previous year. Radio networks' gross time sales dipped more than $2 million.

Changes in the leading radio network advertisers in product groups were noticeable in February's listing as compared to the same month in 1954. Of 25 groups, 13 were advertisers which had placed in February as leaders both last year and this year.

In television, the pattern was similar. Exactly one half (12 out of 24) of the leaders in product groups last February also led in February 1954.

AM NETWORK TIME ADVERTISING EXPENDITURES, TABULATED FEBRUARY AND JAN.-FEB. 1955 COMPARED WITH 1954

	February 1955	Jan.-Feb. 1955	February 1954	Jan.-Feb. 1954	Leading Advertisers by Product Groups in February 1955	Network Time Purchases in February 1955
Agriculture & Farming	$ 40,994	$ 89,734	$ 70,470	$ 170,447	Allis-Chalmers Mfg.	$ 34,784
Apparel, Footwear & Access.	22,334	44,668	61,360	122,370	Exquisite Form Brassiere	22,334
Automotive, Auto. Equip. & Access.	834,345	1,656,783	778,917	1,550,495	General Motors	404,413
Beer, Wine & Liquor	72,660	145,774	145,518	314,537	Anheuser-Busch	72,660
Bldg. Materials, Equip. & Fixtures	7,410	15,369	151,723	312,910	W. P. Fuller & Co.	7,410
Confectionery & Soft Drinks	161,708	347,544	220,413	453,871	William Wrigley Jr. Co.	111,134
Consumer Services	67,273	152,530	161,186	326,996	American Telephone & Telegraph Co.	62,611
Drugs & Remedies	1,270,752	2,645,308	1,697,761	3,477,928	Miles Labs	366,487
Food & Food Products	2,162,877	4,330,248	2,579,728	5,361,311	General Mills	294,340
Freight, Industrial & Agricultural Development	121,051	244,826			Aero Mayflower Transit	110,968
Gasoline, Lubricants & Other Fuels	410,216	870,944	509,996	1,150,661	Standard Oil of Indiana	95,768
Horticulture	11,344	11,344	11,320	11,320	Ferry-Morse Seed Co.	11,344
Household Equipment & Supplies	247,943	507,305	325,099	659,973	Philco Corp.	75,586
Household Furnishings	42,563	102,755	68,624	123,837	Olson Rug Co.	24,276
Industrial Materials			69,080	161,555		
Insurance	311,069	620,502	189,446	378,526	Mutual Benefit Health & Accident Assn.	88,654
Jewelry, Optical Goods & Cameras	165,902	358,986	125,394	256,115	Longines-Wittnauer Watch	154,735
Office Equipment, Stationery & Writing Supplies	110,053	246,102	78,802	162,052	Minnesota Mining & Mfg.	56,376
Publishing & Media	194,243	335,065	57,091	125,895	Kiplinger Washington Agency	64,999
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	93,962	218,033	165,317	422,033	RCA	47,618
Retail Stores & Direct by Mail	11,383	11,383			Rexall Drug	11,383
Smoking Materials	883,236	1,840,504	1,068,105	2,251,085	Liggett & Myers Tobacco	245,601
Soaps, Cleansers & Polishes	1,023,493	2,090,579	1,279,536	2,568,953	Procter & Gamble	572,370
Sporting Goods & Toys						
Toiletries & Toilet Goods	1,070,117	2,269,022	1,667,583	3,572,252	Gillette	402,847
Travel, Hotels & Resorts	30,000	61,500	63,651	126,879	State of Florida	30,000
Miscellaneous	795,811	1,731,112	682,412	1,473,672	C.I.O.	102,139
TOTALS	$10,162,739	$20,947,920	$12,228,532	$25,535,673		

Source: Publishers Information Bureau

(Continued from page 29)

tended to be in filmed tv program production by the end of 1955.

While no announcement is expected for another month, according to a UPA spokesman, reports are circulating to the effect that a cartoon series is being planned for tv consumption. There are additional reports of conferences between UPA and both CBS-TV and NBC-TV, with those two networks interested in snatching part of the juvenile audience so successfully garnered last season by ABC-TV and Disney.

After talking with tv film producers and network, agency and major studio officials in an attempt to sort fact from rumor, B•T went to Cornwell Jackson, senior vice president of J. Walter Thompson Co., Los Angeles. As executive producer of NBC's *Lux Radio Theatre* and *Lux Video Theatre*, he seemed to be closest to an authority on the subject of the major studios' entry into tv.

Mr. Jackson believes that the promotion and treatment of motion pictures on *Lux Video Theatre* has, in part, helped shape the majors' current thinking. When he started the 1954 fall season, Paramount was the only studio to come through with permission to re-create a motion picture property. Since that time Paramount has provided 16 stories (as many as the other studios combined); Columbia, five; Warner Bros. and U-I, four each; United Artists, two, and 20th Century-Fox, one.

On the subject of the majors' projected series carrying theatrical film promotion, Mr. Jackson opines that sponsors and networks will stand for it until there is an oversupply. "It is wrong," he adds, "to assume that since Disney has had remarkable success everyone can do it."

Even though network time is exceptionally tight, he doesn't anticipate tv products flooding the market. There has never been an over-abundance of talent, he avers, and there will always be a place for good people and good programs. In this fight for what was said to be the "greatest audience that has ever existed," Mr. Jackson advances the idea that the major studios have been used to spending fantastic sums on theatrical film production, which might make it difficult for them to cut costs and learn to work within a budget compatible with tv.

Taking an optimistic view in connection with the future of *Lux Video Theatre*, Mr. Jackson does not foresee any prospect of his having to fall back on original story material. "That program will always be identified with Hollywood, and we are a long way from being forced into using originals," he says.

John Gaunt, radio-tv director of Grant Adv., Hollywood, told B•T, "Entrance of the major motion picture studios into tv is an exciting prospect, as they could give an important push to the progress of tv programming provided they approach it as a genuine challenge to their best talents rather than an extension of the 'B' picture meatgrinders. Long-range tv opportunity for major studios lies in the field of syndication." He added, "Distribution is right up their alley, and through it they can bring better quality programming to homes throughout the nation. But," he cautioned, "in syndication there isn't the quick buck nor the promotional splash of networking. This is an aspect of the industry that needs development and the motion picture people could do the job."

Two independent producers, who might well be considered in connection with this increased interest in tv on the part of the motion picture industry, are Samuel Goldwyn and David O. Selznick. The latter got his feet wet with the four network two-hour *Light's Diamond Jubilee* last fall and has since received offers for everything ranging from his services in a network production post to his old features. The Selznick package contains such features as "Duel in the Sun," "Tom Sawyer," "Spellbound" and "Since You Went Away," some of which have since been put into theatrical re-issue after being offered to—but not taken by—tv at an estimated $250,000 per film.

Mr. Goldwyn, whose features include "Wuthering Heights," "Pride of the Yankees" and "Up in Arms," among others, has indicated the belief that they have more value as theatrical re-issues than in tv. Frances Goldwyn, his wife, to whose name some of the older features have been transferred, had several cut to an hour in length but then decided the tv market wouldn't bring enough monetary return.

The release of feature film backlogs to tv, on the whole, doesn't look very promising. Most of the majors are standing pat with the exception of Vintage Features. It is considered unlikely that any features, apart from those in bankruptcy, made after 1948 will find their way into tv because of union contracts requiring re-run payments to Screen Actors Guild, Screen Directors Guild, American Federation of Musicians and other labor groups.

Keeping in mind the majors' statements that they intend to utilize their contract list, B•T asked for the observations of a Writers Guild of America West executive. As to writers under contract to major studios being assigned to the video end, the WGAW official said that it is possible but economically unsound. Such writers get up to $2,500 per week, he pointed out, as contrasted with top tv writers who receive possibly $1,200 to $1,500 per week. An exception might be the studio writer who would accept tv scale on the basis of future residuals. Under this method, he would receive payments for the third, fifth, seventh, ninth and eleventh runs, at the end of which time he would have collected 150% of his original fee.

ADVERTISERS & AGENCIES

AGENCIES MUST LEAD WAY TO ECONOMIC EXPANSION, JOHNSON, LITTLE TELL AAAA

Top advertising executives tell agencymen at 37th annual meeting that change is necessary to keep business and industry functioning in high gear and that agencies must point the way for others.

THE NEED for advertising in the continuing expansion of the U. S. economy—and, largely by implication, the mastery of the broadcasting media as instruments of advertising—were pointed up at the 37th annual meeting of the American Assn. of Advertising Agencies, held last Thursday through Saturday at Boca Raton, Fla.

The job ahead for advertising in keeping the national economy booming was spelled out specifically by Arno H. Johnson, vice president and research director of J. Walter Thompson Co., in a Friday morning speech stressing the need for "rapid improvement in living standards" to promote both "productive ability and purchasing power."

"But," he said, "these improvements can take place only if mass millions of Americans *change* their habits, *change* their desires, *change* their motives, *change* their ideas of what satisfies them and *change* their level of demand for the infinite variety of goods and services that measure a standard of living.

"Advertising is the educational force—and 'activating' force—that can bring about the needed *changes* in demand. This is not placing advertising on an altruistic pedestal. The aggressive and intelligent advertising of a worthy product or service, while serving the self interest of the producer through profitable sales, does at the same time contribute importantly to our national economy in educating many people to a higher standard of living and to the higher levels of consumption that our productivity and resources justify."

He noted that the U. S. must sell $40 billion more to consumers in 1955-56 to assure "a continuing expansion in our national economy." This higher level of consumption is needed, he said, to provide for a balanced budget and a continuous strong defense, and to bring the American standard of living "more nearly in line with our capacity."

On much the same theme, Henry G. Little, chairman of the board of Campbell-Ewald, Detroit, the newly-elected board chairman of AAAA, stressed that "the nation's economic health today indicates that perhaps never before in history has the advertising agency business faced such unlimited opportunities to serve American business." He continued: "Business is good and from all indications will continue to be good, allowing, of course, for normal fluctuations which, when viewed in relation to the new high levels of our present economy, are entirely normal and good.

"Agency executives, I believe, should lead all others in bringing to the attention of business and industrial leaders the entirely new commercial world in which we live today. Many businesses, I fear, are still geared to pre- and post-war levels, whereas completely reliable statistics and forecasts tend to reflect that the expanded economy, whether it continues to expand or not, is here to stay."

Asserting that "if there is one word in the overall merchandising scheme of things that is the key to the future prosperity of business, I should say that that one word is 'volume,'" Mr. Little commented. "The market is the largest in history and growing larger but the increased competition for the traditional share of this greater sales opportunity hinges on a given company's ability to sustain its profits through greater volume rather than be satisfied with smaller volume and the historical markup.

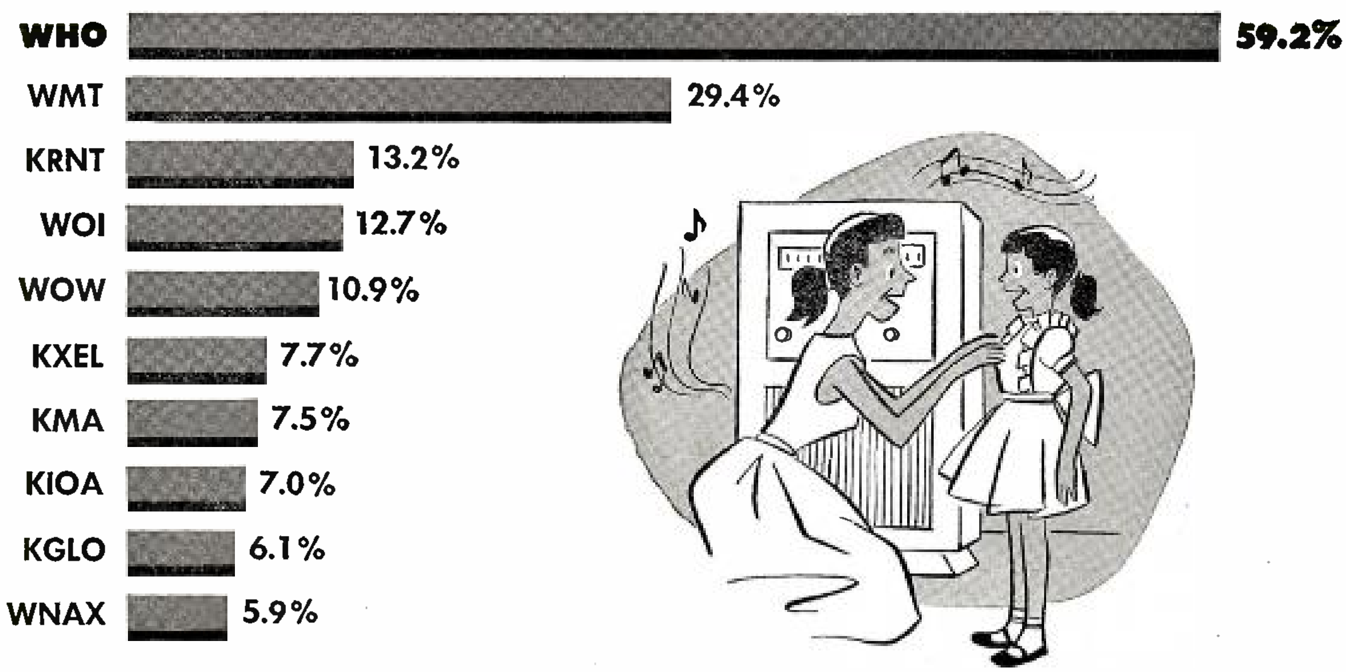
"In pointing the way, advertising agencies must also assume a greater responsibility than ever before in their history."

Mr. Little said that "we must develop the talent we already have and perhaps "must look to other fields, too, as a source of creative talent, and we must encourage as many of our people as possible to interest themselves in qualitative research from which there will come many new, fresh and stimulating ways to communicate with people."

Mr. Little praised the work of The Advertising Council, but said he thought "the time has come when advertising agency people must also strive for the same objectives as it relates directly to our own business." He concluded: "In my opinion the best way to accomplish this is to, first, continue and expand our efforts

(Continued on page 38)

WHO IS IOWA'S FAVORITE RADIO STATION FOR DAYTIME LISTENING!



The chart is lifted intact from Dr. Forest L. Whan's *1954 Iowa Radio-Television Audience Survey* — the seventeenth annual edition of the Survey which has become recognized everywhere as the *No. 1 authority* on the broadcast audience in Iowa.

Iowa radio listeners' continuing, *overwhelming* preference for WHO is far from a lucky accident. It's the result of *unprecedented investments* in broadcast facilities — in programs and programming — in Public Service and in audience promotion.

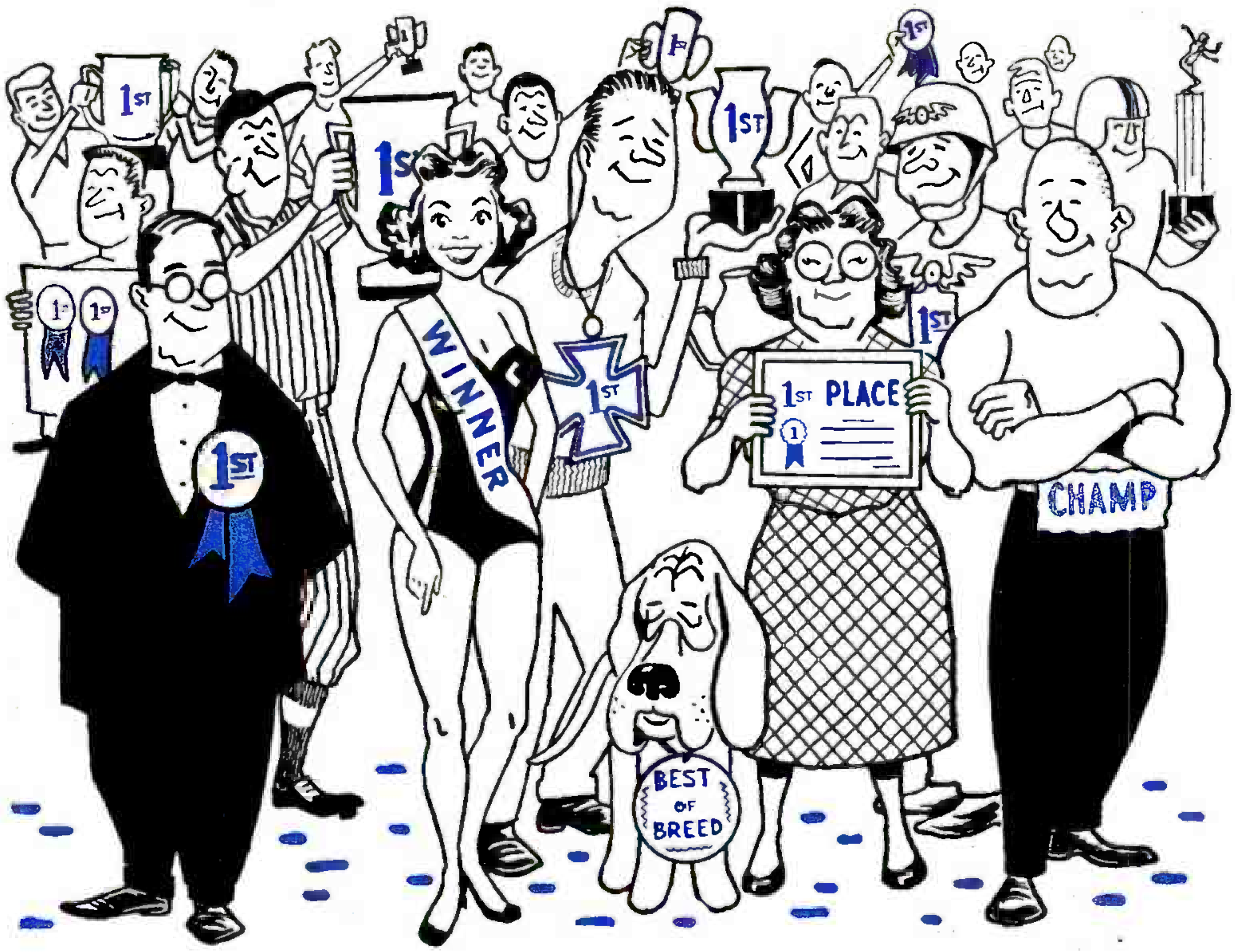
Whether or not your advertising needs suggest your use of WHO (or WHO-TV), *if you're advertising in Iowa, you should by all means study the 1954 I.R.T.A. Survey.* Write direct for a copy, or ask Free & Peters.

BUY ALL of IOWA—
***Plus* "Iowa Plus"—with**

WHO

Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC., National Representatives



Is EVERYBODY in first place?

Being first for the sake of being first—like the fellow who first swallowed a live goldfish—doesn't mean much. But there are important "firsts" to be won through leadership and superiority, and in television, KSTP-TV has won more than its share. For example, KSTP-TV is . . .

The Northwest's *FIRST* Television Station
FIRST with maximum power
FIRST with color television
FIRST in average weekday program ratings* from 7:00 AM to midnight, week after week.

These "firsts" are important to you because they mean *sales* . . . sales to KSTP-TV's loyal listeners in this market of more than half a million TV homes and FOUR BILLION DOLLARS in spendable income!

* *ARB weekly average, combined metropolitan and outside area, January, 1955.*

KSTP-TV 100,000 WATTS CHANNEL **5**

MINNEAPOLIS-ST. PAUL *Basic NBC Affiliate*

"The Northwest's Leading Station"

EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVES



THE PATH OF MOST RESISTANCE

SELL THE PRODUCT, NOT JUST THE CLIENT, AN AGENCYMAN TELLS AGENCYMEN

THE HARD ROAD of producing consumer-minded advertising that attracts, convinces and sells, is a surer way for an agency to succeed than the easier course of just keeping the client happy, Edwin Cox, senior vice president, Kenyon & Eckhardt, told last week's AAAA convention in a talk excerpted below.

You and I are working in a profession where the batting average is not yet as good as it is in engineering or accountancy. We are all aware of that.

I believe we are making great progress. The general level of advertising today is higher than it has ever been.

But it does no harm to acknowledge that the more we learn, the more knowledge we accumulate about what takes place (or doesn't take place) between consumers and advertising, the farther we know we have to travel before we have reached the summit of our art.

Now business leaders are learning very fast the facts that we have acquired as a matter of professional knowledge. The most experienced ones know them now. And when the others learn them, the agencies that survive are not likely to be those that have spent their lives in what is referred to as "the pursuit of the client's happiness."

No . . . we must follow down another road. And it isn't an easy one. We must often resist the viewpoints of our friends and take a foothold somewhere else.

The greatest usefulness of the advertising man is that he is the fellow in the middle who can more easily slip himself into the consumer's shoes than can the manufacturer who is absorbed in his product. The agency man can look back at the product through the consumer's eyes—instead of outward at the market through the factory windows.

It is often very difficult for the manufacturer to see his product in the same *perspective* as it is seen by the men and women who must buy it. To see it in its relation to *other* needs and wants and dreams of the family. And to talk about it in terms that are interesting to *them*—unencumbered by the pressures that surround a business.

This is only natural and human. And it is one of the main reasons why the advertising agency exists. But do all agency men fight to retain their essential usefulness? To preserve their *other-mindedness?*

When we look at some parts of our production, we wonder . . .

It isn't an easy thing to break with the accumulated folklore of our business and attune ourselves to the way consumers *really* think and feel about advertising. But that is our job.

We know that these people will read, or listen, only if they can see, and see instantly, something of interest or benefit to themselves. We know that they have become smart about advertising and are quick to sense the dull, the phony and the boastful.

We know that what we call "sell" is "hard" only when it persuades the consumer to buy. When he rejects it, the effect is as soft as butter. And we know that there is an unbelievable reward for freshness, credibility, real news, real salesmanship.

A few months ago our AAAA chairman, Bill Baker, quoted some research figures on commercials. He reminded us that the Daniel Starch organization for several years has been asking people, periodically, how they feel about our offerings on the tv screen. The number who said they really liked the commercials, and would rather not do without them, has risen from 50% in 1950 to 57% in 1954.

The researchers spoke of this as progress. But to me the figures were shocking. Can you imagine anything like half the newspaper subscribers saying they would rather have their papers without advertisements? Or half the magazine readers?

Granting the evils of overloading by the stations (the rash of spots between programs, for example) our writers and producers of commercials have still a great deal to learn.

Perhaps it shouldn't excuse us, but the road to improvement isn't easy. No, in this complicated world we inhabit, even simplicity is hard to attain. Nor is it easy to resist the philosophy that the degree of pressure in our copy should be regulated by the rise and fall of the sales curve. When things get difficult, we turn on the heat. "Time to stand up and slug, boys! Let's belt 'em with that commercial."

This is perfectly human. But unless we are very ingenious and skillful, it represents an illusion. Consumers don't care very much that things are a little difficult in our business this month. But they do love their own ear drums!

Now these matters are not just the principles of a little game, in which we may lose today and win tomorrow, without anyone being robbed of sleep. We are dealing today with huge sums of money. You have probably calculated, as I have, how much it costs our clients, in total time and talent, to mount just one three-minute commercial on the kind of programs we have these days. The costs, for a few of the top-ranking shows, range from $45,000 to $101,000—for one commercial.

When every click of the stopwatch represents a fortune, how wrong can we afford to be?

So when a few spirits here and there in our business urge us to be *radical* in our re-orientation to the consumer's point of view, when they urge us to substitute demonstrations for claims, when they call for new creativeness to replace the tired old patterns, and when they plead against the deadly dullness that is the most epidemic of all the diseases of advertising . . .

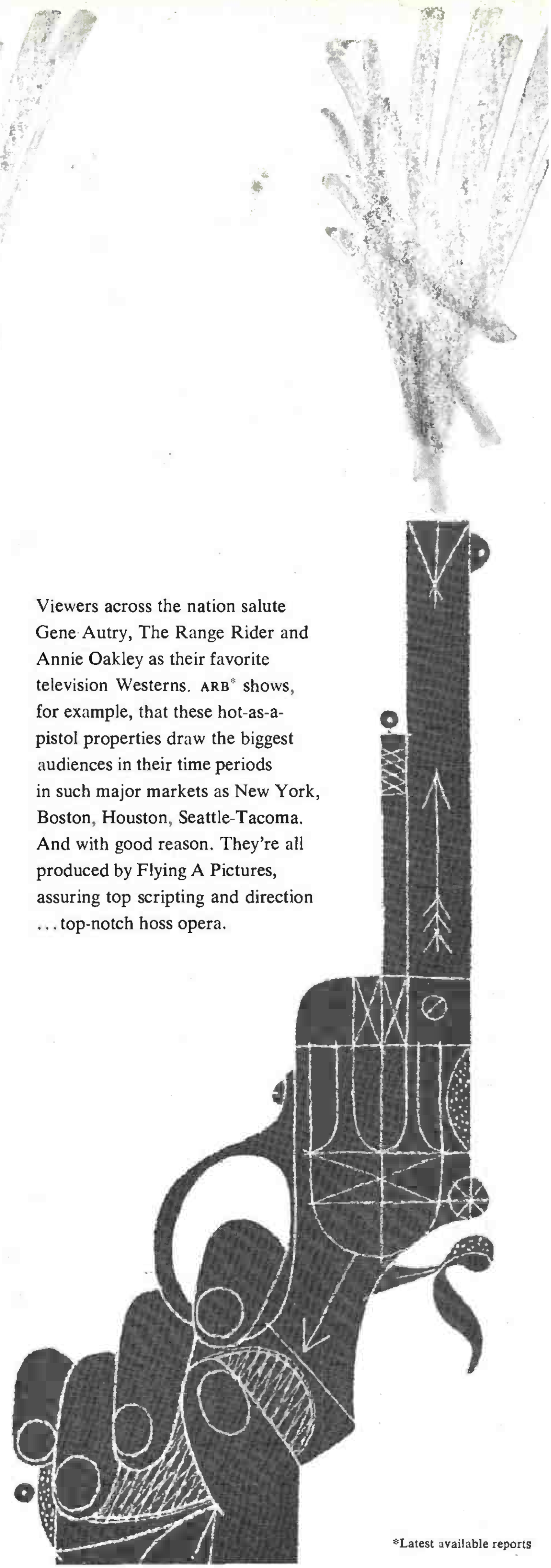
They are doing it because these things can't last. They are responsible for too many millions of waste.

Now it may be that in order to resist these things we must follow the path of most resistance. But whether the road is easy or difficult, it is the only road to an agency's security. It may lose an account, but it will gain a dozen. For advertisers, in the end, pay off on performance.

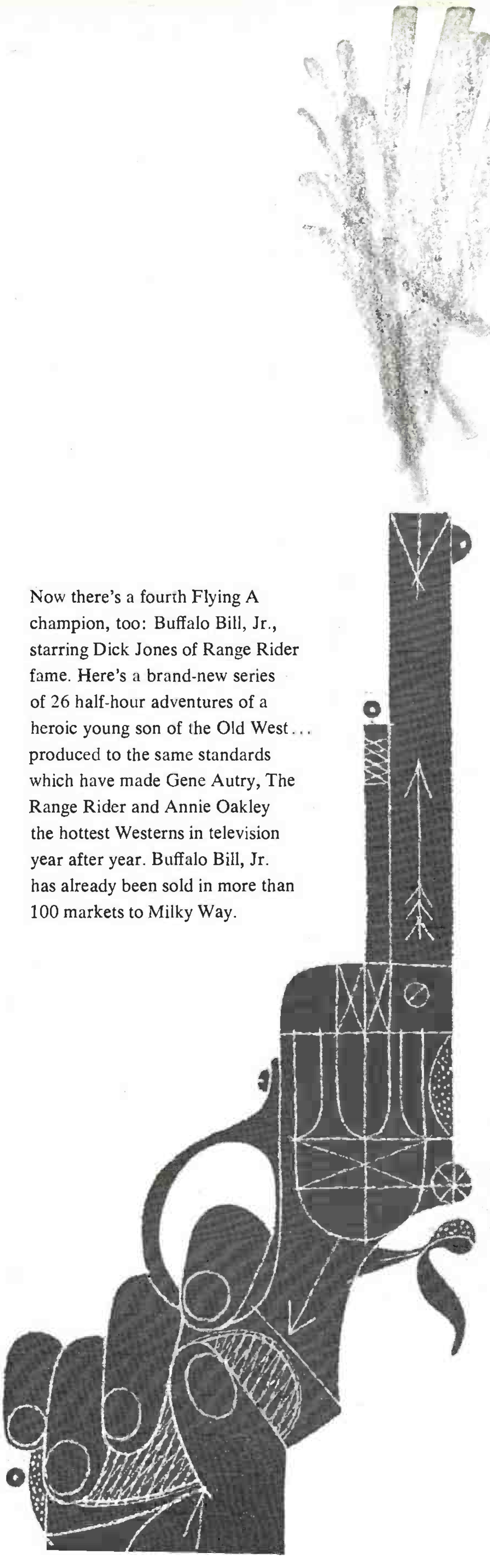
FOUR OF A KIND



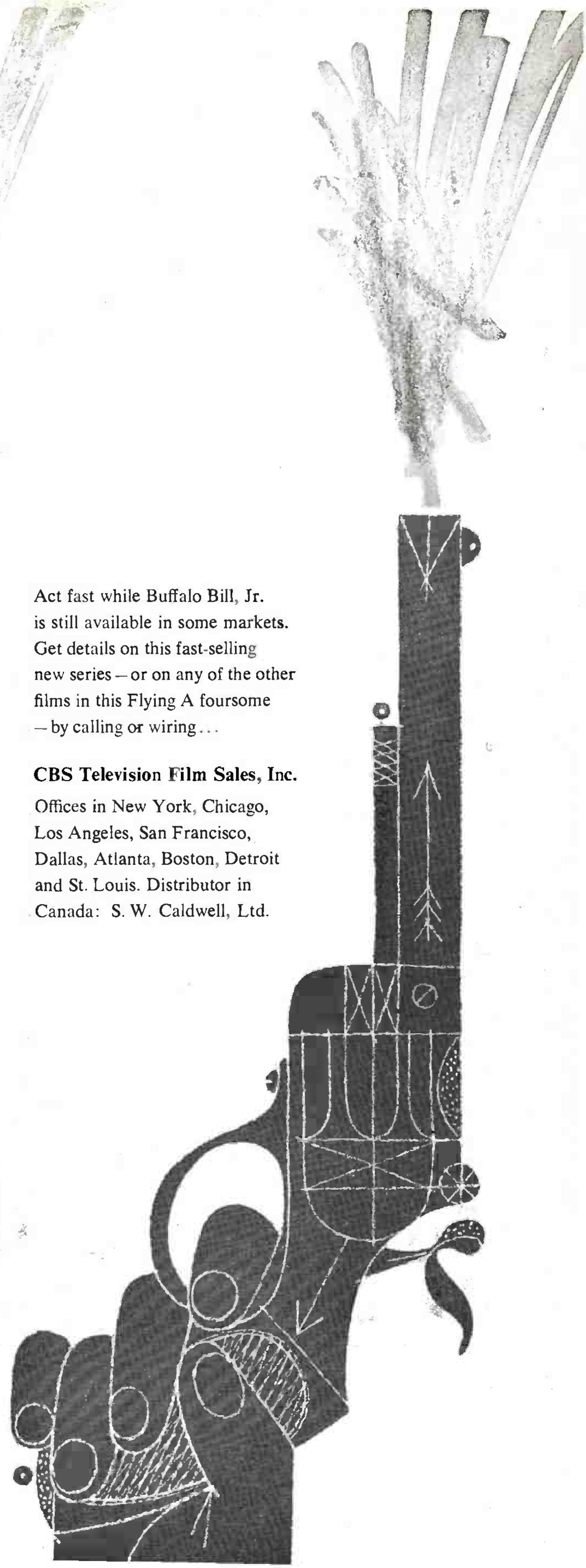
Viewers across the nation salute Gene Autry, The Range Rider and Annie Oakley as their favorite television Westerns. ARB* shows, for example, that these hot-as-a-pistol properties draw the biggest audiences in their time periods in such major markets as New York, Boston, Houston, Seattle-Tacoma. And with good reason. They're all produced by Flying A Pictures, assuring top scripting and direction ... top-notch hoss opera.



*Latest available reports



Now there's a fourth Flying A champion, too: Buffalo Bill, Jr., starring Dick Jones of Range Rider fame. Here's a brand-new series of 26 half-hour adventures of a heroic young son of the Old West... produced to the same standards which have made Gene Autry, The Range Rider and Annie Oakley the hottest Westerns in television year after year. Buffalo Bill, Jr. has already been sold in more than 100 markets to Milky Way.



Act fast while Buffalo Bill, Jr. is still available in some markets. Get details on this fast-selling new series – or on any of the other films in this Flying A foursome – by calling or wiring...

CBS Television Film Sales, Inc.

Offices in New York, Chicago, Los Angeles, San Francisco, Dallas, Atlanta, Boston, Detroit and St. Louis. Distributor in Canada: S. W. Caldwell, Ltd.

(Continued from page 32)

towards providing leadership so essential today in pointing up the potential existing in the great sales opportunities which lie ahead, and, second and of equal importance, our responsibility to industry and business in making advertising more efficient, more productive, and more believable than it has ever been before."

The "Path of Most Resistance"—an outright advocacy of advertising—was upheld by Edwin Cox, senior vice president of Kenyon & Eckhardt, in a Saturday morning speech (see page 35).

Fred B. Manchee, executive vice president and treasurer of BBDO and chairman of the board of Advertising Research Foundation, sketched the work that ARF has been doing. He described the "National Survey of Radio and Television Sets Associated with U. S. Households" as one of the biggest jobs ARF has tackled to date. He said the ARF "Directory of Audience Size Measurement Services" tells "who does what," and that the "Recommended Standards for Radio & Television Audience Size Measurement," while not intended as a cure-all, was considered to be a "stepping stone toward minimizing the confusion which has existed."

Dr. Lyndon O. Brown of Dancer-Fitzgerald-Sample reported on the work of the ARF committee which he heads and which is conducting an "all-media audience study."

Dan Packard Joins M-E

D. A. (DAN) PACKARD, general sales manager, Kelvinator Div., American Motors Corp., will join McCann-Erickson, New York, as vice president and senior marketing executive, effective May 10.

Mr. Packard is chairman of the major appliance division of the National Electrical Mfrs. Assn. and a member of the board of governors, American Furniture Mart. He was previously with General Motors radio and Frigidaire department store divisions.

DRUG WHOLESALERS ASK AD ALLOWANCES

Action seeks equal stand with retail chains in getting advertising monies from manufacturers. Major shift in media spending could result.

A BATTLE is taking shape in the drug field that could cause a severe relocation by drug manufacturers in advertising expenditures for radio, tv and other media.

The controversy was engendered last week as the National Wholesale Druggists Assn. laid claim to the same advertising and promotion allowances manufacturers are paying drug chains and certain jobbers. The claim was made in a legal opinion by the association's general counsel, Harold Harper. Its content is said to be in agreement with a report issued this month by the Attorney General's antitrust study committee of which Federal Trade Commission Chairman Edward F. Howrey is a member.

In essence, Mr. Harper states that under the Robinson-Patman law manufacturers must either:

(1) Provide service wholesale druggists with equivalent advertising and other promotional allowances to be used on behalf of their independent retail customers; or

(2) Abandon the practice of providing such allowances to chains, other large retailers and certain type jobbers.

If the wholesalers claim is upheld, manufacturers may be forced to abandon advertising allowances entirely on the basis that they cost too much for what they produce in sales, one industry source indicated last week. The manufacturers would therefore invest only in a general advertising campaign for their products. Speculation was held out that this is actually what the wholesalers are seeking.



CELEBRATING the opening home game of the St. Louis Cardinal baseball team at a luncheon given by KMOX there are (l to r) Eberhard Anheuser, board chairman of Anheuser-Busch Inc. (Budweiser beer); Bob Hyland, assistant manager of the station; Missouri Governor Phil M. Donnelly, holding the ball he threw to start off the home season; Gene Wilkey, general manager of KMOX, and John L. Wilson, executive vice president of the National League club.

Don't Be a '24 Maxwell

THE merchants who sell men's clothing aren't happy with the dress of men who sell products on tv.

The television industry is not doing right by the men's wear trade, according to Louis Rothschild, executive director of the National Assn. of Retail Clothiers & Furnishers. Last week he wrote to the presidents of the four tv networks and complained.

He said that announcers and performers, selling new 1955 products, are "dressing in 1945 fashions."

"Antiquated and outmoded," Mr. Rothschild said, "are double-breasted suits, wide peak lapels, drape model coat with padded shoulder, wide gaudy ties. Today men's wear features "the tall slimmer look, the single-breasted coat, narrow lapels, natural or slightly padded shoulder . . ."

One association member wrote that a major announcer is attired in "clothing approximating a 1924 Maxwell," according to Mr. Rothschild.

The clothing association will be happy to cooperate in advising all segments of the industry, the letter said.

New Piel's Beer Campaign To Be Pushed Via Radio-Tv

NEW CAMPAIGN based on the theme "Piel's beer tastes best of all because it's driest of all," was launched last week by Piel's beer, New York. George W. Davidson, vice president of the company, described the drive as the "hardest-hitting in the history of the company."

Details of the plan were presented to Piel's salesmen and wholesalers at two meetings last Monday at the Waldorf-Astoria, New York, by Mr. Davidson; Thomas P. Hawkes, general sales manager; Cornelius E. Braren, sales promotion manager, and representatives of Young & Rubicam, agency handling the Piel account.

Radio and television will play a leading role in the campaign. On WCBS-TV New York, the company will sponsor *Rain or Shine* three nights a week, *Sports of the Night* twice a week, *News of the Night* three times a week and five 20-second spot announcements a week. Piel's will sponsor *Million Dollar Movie* on WOR-TV New York 16 times a week. Two 20-second announcements will be placed weekly on WRCA-TV.

Radio spot announcements will be on WRCA New York 26 times weekly and on WCBS New York 15 times weekly.

Tatham-Laird Names Tatham To New Board Chairman Post

ARTHUR E. TATHAM, president of Tatham-Laird Inc., Chicago advertising agency, was named last week to the newly-created post of chairman of the board. J. Kenneth Laird Jr., executive vice president of the firm, succeeds Mr. Tatham as president.

Additionally, the agency, which took in nearly $10 million in broadcast billings last year, announced the appointments of James Gill and James Fitzmorris as account managers and David G. Watrous as account supervisor. Other officers elected were Harold Jensen as treasurer, Fred Winter as assistant treasurer and Mary Kyak secretary.



YOU HAVE TO GET THE FEEL OF THE MARKET...

A fellow who is hot stuff in one place may not cut much ice in a market where he doesn't know the people . . . and what appeals to them!

Month after month, *only WFAA-TV has locally produced live shows* in the top ten multi-weekly listing (latest confirmation: February Dallas Metropolitan Telepulse). Three live Channel 8 programs for youngsters and one newscast are among the eight WFAA-TV telecasts on this honor roll.

Because WFAA-TV "has the feel" for this rich Dallas-Fort Worth market, you reach your customers more effectively and economically. Whether you choose spots or shows, take advantage of programming that assures huge audiences . . . day after day after day!

Channel 8

WFAA-TV

DALLAS

NBC - ABC - DUMONT

RALPH NIMMONS, *Station Manager*
EDWARD PETRY & CO., National Representative
Television Service of The Dallas Morning News

Harrington, Walker Elected by Richards

ELECTION of Eugene I. Harrington as president and Bradley A. Walker as vice chairman of the board of Fletcher D. Richards Inc., New York, was announced last week by Fletcher D. Richards, chairman of the board.



MR. HARRINGTON

Mr. Harrington, formerly executive vice president, will continue as head of Harrington-Richards, the agency's west coast division, and also will devote attention to the affairs of all four offices of the company. Mr. Walker, formerly vice president, will remain in active charge of the Eastern Airlines account.

"The substantial and continued growth of our agency has created a natural need for re-alignment of top executive personnel," Mr. Richards said. "Both Mr. Walker and Mr. Harrington are seasoned advertising men, long with the agency and thoroughly familiar with the problems and needs of our clients."

Mr. Harrington has been executive vice president of the agency since 1950, following the merger and formation of the Harrington-Richards division of the agency. He originally formed Harrington-Buckley advertising agency with offices in San Francisco and Los Angeles. Before that he was executive vice president and manager of the New York office of Foote, Cone & Belding, and creative group head and account executive of Lord & Thomas, San Francisco.

Mr. Walker joined Fletcher D. Richards in 1948 as first vice president and general manager, after having been with Campbell-Ewald and General Motors Corp.

AGENCY APPOINTMENTS

Spectra Sportswear (women's apparel), Chicago, appoints Phil Gordon Agency, same city, with Eugene B. Colin as account executive.

National Bridal Service (nationwide jeweler and specialty store association), Rock Island, Ill., appoints Biddle Adv. Agency, Bloomington, Ill.

American Institute of Laundering, Joliet, Ill., appoints Bozell & Jacobs, Chicago.

Precision Research Labs (signature and time recorders), N. Y.; **Gun-Tex Franchise Co.** (mastic coatings distributors), N. Y.; **Trans-Trading Corp.** (therapeutic services), Washington; **John B. Chrest & Son** (jewelry manufacturers), Washington; **Shamrock Trucking Co.**, Washington, and **Parkway-Ford** (automobile dealer), Washington, have appointed Milloy Adv. Agency, Washington.

LeRoy's Jewelers (retail credit store), L. A., has named Fairfax Inc., same city, with Don Breyer as account executive. Tv will be used.

O.K. Rubber Welders, Oakland, Calif., and **Weltner Pontiac**, S. F., have named Diamond & Sherwood Inc., S. F. Former will use radio spot announcement campaign; latter, radio-tv.

Gray-Wilson Corp., Detroit, has appointed Parker Adv. Inc., Saginaw, Mich., for Lifetime Fiberglas Laundry Tubs.

LATEST RATINGS

ARB

Top 10 Tv Programs for Week of March 30-April 5.

	Ratings
1. Jackie Gleason (CBS)	52.9
2. I Love Lucy (CBS)	51.7
3. Toast of the Town (CBS)	51.3
4. You Bet Your Life (NBC)	49.8
5. Two for the Money (CBS)	45.5
6. George Gobel (NBC)	45.4
7. Jack Benny (CBS)	43.7
8. Disneyland (ABC)	42.9
9. This Is Your Life (NBC)	42.4
10. I've Got a Secret (CBS)	41.8

	Viewers
1. Toast of the Town (CBS)	50,620,000
2. Jackie Gleason (CBS)	46,950,000
3. I Love Lucy (CBS)	45,820,000
4. Jack Benny (CBS)	41,320,000
5. Disneyland (ABC)	39,960,000
6. You Bet Your Life (NBC)	39,680,000
7. George Gobel (NBC)	35,870,000
8. Two for the Money (CBS)	33,610,000
9. Dragnet (NBC)	32,610,000
10. I've Got a Secret (CBS)	32,480,000

Special event
Academy Awards—NBC:
Rating: 52.5. Viewers: 41,190,000.

Copyright by AMERICAN RESEARCH BUREAU

NIELSEN

Top 10 Television Programs
Two Weeks Ending March 26, 1955

Rank	Program	Homes (000)
1.	I Love Lucy (P. Morris) (CBS)	16,938
2.	I Love Lucy (P & G) (CBS)	16,843
3.	Toast of the Town (CBS)	15,694
4.	Jackie Gleason Show (CBS)	15,606
5.	Disneyland (ABC)	15,536
6.	Buick-Berle Show (NBC)	14,741
7.	You Bet Your Life (NBC)	14,500
8.	Jack Benny Show (CBS)	14,493
9.	George Gobel Show (Pet Milk) (NBC)	14,256
10.	Dragnet (NBC)	13,839

Rank	Program	Homes %
1.	I Love Lucy (P. Morris) (CBS)	53.4
2.	I Love Lucy (P & G) (CBS)	53.1
3.	Jackie Gleason Show (CBS)	51.2
4.	Toast of the Town (CBS)	50.3
5.	Disneyland (ABC)	49.7
6.	Buick-Berle Show (NBC)	46.9
7.	Jack Benny Show (CBS)	46.6
8.	You Bet Your Life (NBC)	45.8
9.	George Gobel Show (Pet Milk) (NBC)	44.9
10.	Dragnet (NBC)	43.6

Copyright 1955 by A. C. Nielsen Co.

TRENDEX

Top 10 Tv Programs (April 1-7)

1.	I Love Lucy (CBS)	46.5
2.	Jackie Gleason (CBS)	40.6
3.	Toast of the Town (CBS)	40.0
4.	Talent Scouts (CBS)	38.6
5.	I've Got a Secret (CBS)	34.5
6.	George Gobel (NBC)	33.8
7.	This Is Your Life (NBC)	32.6
8.	The Buick-Berle Show (NBC)	31.1
9.	You Bet Your Life (NBC)	31.0
10.	Jack Benny (CBS)	30.3

'Journal' Study Tabulates Milwaukee Tv Families

AN ESTIMATED 93% or 276,321 families in the greater Milwaukee area are tv set owners, according to the *Milwaukee Journal's* 1955 consumer analysis of buying habits and preferences released this month. Family ownership of tv sets has increased from the 250,545 (90.4%) figure recorded in the 1954 analysis.

The survey pointed out that 20,182 families (6.8% of total) own more than one set.

In a breakdown of the makes of sets owned, RCA Victor and Admiral were at the top, with 51,672 families (18.7%) using RCA Victor and 50,290 (18.2%) owning Admiral receivers. About 27,000 families reported they plan to buy a tv set this year.

The consumer analysis also showed that 109,816 families (37%) own portable radios. Of these, 17,241 (15.7%) owned RCA Victor sets; 14,386 (13.1%), Philco, and 14,166 (12.9%), Motorola.

Bulova Jewelers to Use 'Ford Theatre' Reruns

IN AN unusual arrangement, the Bulova Watch Co., through its agency, McCann-Erickson, New York, has worked out a plan whereby a group of some 50 or 60 Bulova jewelers will sponsor a series of 13 second-run prints of *Ford Theatre* films obtained from Screen Gems Inc. Sponsorship will be on the local level.

The arrangement, which could well set a pattern for other advertisers, was set up by Terry Clyne, vice president and account executive, McCann-Erickson, and John Mitchell, vice president in charge of sales, Screen Gems.

The series is expected to be placed in local markets by individual Bulova dealers starting this fall in time for Christmas promotion.

Originally, the jewelers sponsored half-hour shows locally. Later, in order to obtain better shows, these dealers pooled their funds. Starting with 25, the group has grown to some 50 or 60 and is expected to increase to 100.

Although the Bulova Co., with its agency, McCann-Erickson, bought the series from Screen Gems for the group of dealers, it is not underwriting the program. Funds are contributed by the individual jewelers themselves.

Bulova dealers will underwrite 13 of the Ford reruns, while Ford and Eastman Kodak individually will sponsor 13 of 39 reruns.

A&A PEOPLE

Michael J. Madar, in charge of production, Lennen & Newell, N. Y., appointed senior vice president.

Carroll Layman, in charge of Chicago office, Harrington, Righter & Parsons Inc., N. Y., elected vice president; **Richard Landsman** to N. Y. office.

William H. Thomas, formerly with J. Walter Thompson Co., N. Y., appointed director, radio-tv dept., Fitzgerald Adv. Agency, New Orleans.



MR. POLLAK

David A. Taylor Jr. to William Hart Adler Inc., Chicago, as account executive and merchandising manager.

James S. Pollak, formerly program director, ABC-TV Los Angeles, to Compton Adv., Hollywood, as agency producer for Procter & Gamble on new NBC-TV *Fireside Theatre.*

Ralph D. Gardner, formerly with *New York Times,* establishes agency, Ralph D. Gardner Adv., 745 5th Ave., N. Y. 22.



MR. GARDNER

Henry Gerstenkorn, vice president, Western Adv. Agency Inc., L. A., re-establishes own agency with offices at 4020 W. 3d St.; telephone: Dunkirk 7-4285.

Merton S. Fiur, formerly with radio-tv dept., Gotham Adv. Co., N. Y., to N. Y. office, Wilson, Haight, Welch & Grover Inc., Hartford.

Jerry Keefe, formerly manager, WFJL (FM)

Let's Face The Facts!

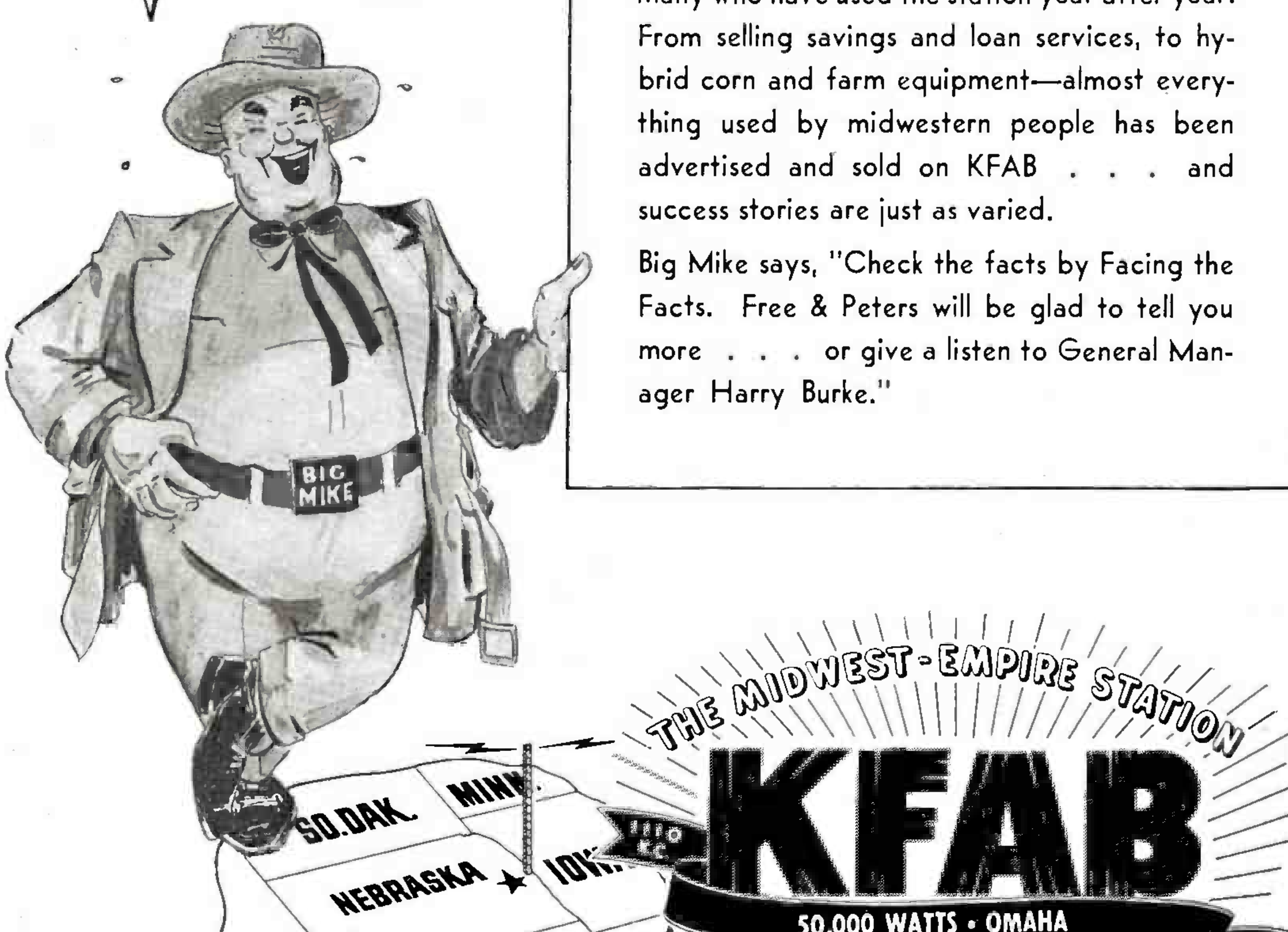


The first commercial telling midwesterners about the services offered by First Federal Savings and Loan Association of Lincoln, was carried on KFAB many years ago. First Federal was the first advertiser of its type to use KFAB as an advertising medium.

That's the reason we're proud to "Face the Facts" this month with Gladys Forsyth, First Federal's capable and distinguished president. As is the case with First Federal, KFAB's effectiveness as an advertising force is shared by many who have used the station year after year. From selling savings and loan services, to hybrid corn and farm equipment—almost everything used by midwestern people has been advertised and sold on KFAB . . . and success stories are just as varied.

Big Mike says, "Check the facts by Facing the Facts. Free & Peters will be glad to tell you more . . . or give a listen to General Manager Harry Burke."

Farm income alone in the KFAB area is over a billion and a half dollars annually.



Big Mike is the physical trademark of KFAB — Nebraska's most listened-to-station

Chicago, appointed sales promotion director, Autopoint Co. (pencils, office specialities), same city, and not formerly manager of WFIL (FM) as reported in B•T, April 11.

Ray Connors, public relations account executive, Stromberger, LaVene, McKenzie Inc., L. A., named to head separate public relations department for various clients.

Ben J. Peters, assistant art director, Hutchins Adv. Co., Rochester, N. Y., appointed art director.

Ernest Conrad, Campbell-Ewald Co., N. Y., to Kudner Agency, same city, as art director.

Richard Gibbons, account executive, Foote, Cone & Belding, Chicago, appointed advertising brand manager, Toni Co., same city.

John Paley, formerly operator, John Paley Adv. Agency, L. A., to William E. Phillips Co. (discount house), L. A., as sales promotion manager.

Robert C. Warren, formerly with Ruthrauff & Ryan, N. Y., to Harry G. Willis & Assoc., Glendale, Calif., as account manager.

Torrence M. Hunt appointed advertising manager, Aluminum Co. of America, Pittsburgh.

Anthony De Lorenzo, executive in charge of press and radio relations in Detroit, General Motors Corp., Detroit, appointed supervisor of same activities throughout country, succeeding **Kenneth Youel,** named to newly-created position, divisional relations director, public relations department.

Beth Guedel, in consulting and creative capacity, John Guedel Productions, Hollywood, adds duties in newly-created new program development position, Young & Rubicam, same city, previewing new pilot films and considering packages presented to agency.

Richard H. Cline to Allstate Insurance Co., Skokie, Ill., as assistant advertising director.

Marcella Smith, production assistant, WCBS New York, to radio-tv dept., Weiss & Geller, N. Y., as assistant production supervisor.

Walter J. Kerwin and **Walter A. Johnston** to creative and art staffs, respectively, Lewis Edwin Ryan Adv., Washington.

Jack Marcus to merchandising dept., Emil Mogul Co., N. Y.

Ruth Cameron Norton, formerly with Biow-Beirn-Toigo, N. Y., to copy dept., Morey, Humm & Johnstone, same city; **Marian Jaeger,** formerly with Abott Kimball Co., N. Y., to Morey, Humm & Johnstone as assistant account executive; **Paul H. Jeynes Jr.,** formerly account executive, Cecil & Presbrey (now defunct), N. Y., to contact department.

Albert Boam, Fletcher D. Richards, N. Y., to copy dept., Warwick & Legler, same city.

William Grive Smith, copywriter, Fuller & Smith & Ross, N. Y., to Ruthrauff & Ryan, same city, in same capacity.

Charles L. Hancock, advertising copywriter, Smith, Kline & French Labs (pharmaceuticals), Phila., to contact dept., Gray & Rogers, same city.

E. W. Stewart, 62, president, Catalina Inc. (swimsuits), San Pedro, Calif., died April 9 following heart attack.

ADRIAN MURPHY QUITS CBS RADIO HELM; ARTHUR HAYES APPOINTED NEW PRESIDENT

Top network executive, who turns 50 next month, retires from business. New radio chief moves up from west coast vice presidency. Dundes succeeds him as general manager of KCBS San Francisco.

RETIREMENT of Adrian Murphy, president of CBS Radio and a director of CBS Inc., was announced Thursday by Frank Stanton, president of CBS Inc. At the same time, Dr. Stanton announced that Arthur Hull Hayes, CBS Radio vice president in charge of the network's San Francisco office and general manager of KCBS, CBS-owned station in that city, had become president of CBS Radio, effective immediately. Jules Dundes, director of sales and advertising of KCBS, was named general manager, succeeding Mr. Hayes.



MR. MURPHY

Mr. Murphy, whose 50th birthday occurs next month, told B•T that he had no plans whatever to return to business for at least the next two years, and not then if life in retirement is as enjoyable as he expects it to be. He said he had made up his mind a few weeks ago to retire from business, "being in the fortunate position to do so." As president of CBS Radio his salary has been $65,000 a year and along with other top CBS executives he has had the opportunity to buy CBS stock at bargain rates.



MR. DUNDES

Mr. Murphy said that the family home at Pelham Manor, a suburb of New York City, is for sale and that the family will spend this summer at their place at Westport Beach, south of Fall River, Mass. They have a son 11, and a daughter 7.

He said for several months he had been contemplating retirement.

Joining CBS in 1936, Mr. Murphy was made head of the network's television activity in 1939, serving in that capacity until 1942 when he joined the Signal Corps and later served at Supreme Headquarters Allied Expeditionary Forces. Returning to CBS, in 1946 he was made vice president and general executive and in 1951 became president of the CBS Laboratories Div. The following year he was appointed president of CBS Radio.



MR. HAYES

A native of Detroit, Mr. Hayes entered the business world in the advertising department of the *Detroit News* in 1926, following his graduation from the U. of Detroit. In 1928, he moved to the media department of Campbell-Ewald, where he helped establish a radio department. Six years later, he left the agency and moved to New York, where he joined CBS as an account executive in radio sales.

In 1935, Mr. Hayes was named eastern sales manager of CBS radio sales in 1938 he became sales manager of WABC, now WCBS, CBS-owned station in New York. Previously, the station had been exclusively a network operation; now he was given the task of developing local sales. Two years later, Mr. Hayes was promoted to general manager of WCBS, a post he held until 1949, when he transferred his activities to San Francisco as vice president of CBS in charge of its activities in that city, including serving as general manager of KCBS.

Mr. Dundes left the *New York Post* to join CBS in 1936 as a member of the network's promotion department. In 1940 he was named advertising and sales promotion manager of WCBS, then managed by Mr. Hayes. When Mr. Hayes was transferred to San Francisco in 1949, Mr. Dundes went with him as director of sales and sales promotion of KCBS, subsequently becoming sales director of the station.

Mrs. Joseph Ream Dies

FUNERAL services for Mrs. Anita Ream, wife of Joseph H. Ream, executive vice president of CBS at the time of his resignation in 1952, were held last Tuesday in Tallahassee, Fla. Mrs. Ream died April 17 in Tallahassee after a long illness. Other survivors include four sons and a daughter. Mr. Ream's association with CBS included various executive capacities during a 17-year period.

YOU *catch* THE ENTIRE 30-COUNTY PORTLAND, OREGON MARKET

with

KOIN-TV

Oregon's only maximum power station



You're fishing in the biggest pool when you use KOIN-TV. It's the only station that gives you the full 35,000 square mile *heart* of the Pacific Northwest. You get *exclusive* coverage of 30 prosperous counties of Oregon and Southern Washington *plus* 49% MORE AUDIENCE in Portland itself.*

KOIN-TV has:

*12 out of the top 15 weekly shows; 8 out of the top 10 multi-weekly shows; And leads every morning, afternoon and evening, every day of the week.**

No other television station or combination of stations—in fact no other advertising buy in the area can duplicate this complete sales coverage and program popularity.

Write, wire or phone for complete availabilities, or contact your nearest CBS Television Spot Sales Office.

*ARB February 1955





The BIG Mr. Six in the West

KOIN-TV PORTLAND, OREGON CHANNEL 6

Represented Nationally by CBS Television Spot Sales

NETWORK SHOWS, WITHOUT COMMERCIALS, OFFERED TO ALL CBS-TV AFFILIATES

New plan allows those stations not on the advertiser's order to use shows on a sustaining basis. Move bolsters affiliates' programming strength. Stations can sell adjacent time, CBS-TV notes.

A PLAN making many CBS-TV commercial programs available to affiliated tv stations not ordered by the sponsors of these programs on the network is being announced by J. L. Van Volkenburg, president of CBS Television. No charge will be made for the programs, but the stations receiving them must carry them as sustainers.

Called Extended Program Service Plan, the new plan goes into effect May 23. On that date, some 20 to 30 CBS-TV commercial programs will become available to CBS-TV affiliates in areas where there is no significant overlapping circulation with stations already carrying the programs on a commercial basis.

Although they cannot substitute local commercial sponsors for those eliminated, stations can sell time adjacent to these network shows, it was pointed out by network spokesmen who called the plan "a life saver" for tv stations in small communities who are not ordered by many national advertisers and who cannot afford to buy programs of the calibre of those offered under EPS. If the plan works out, perhaps a co-op management may be added, enabling the station to sell the programs to local advertisers.

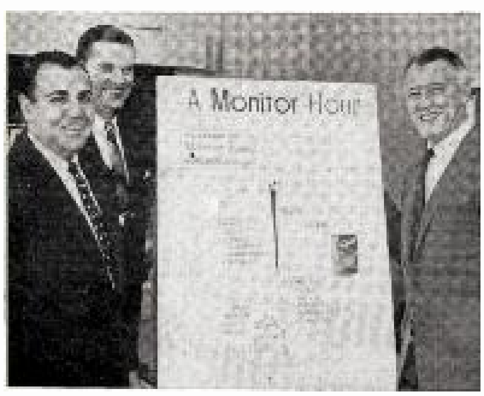
Added Service

Terming EPS an important improvement in tv service to the viewing public as well as the tv stations it will serve, Mr. Van Volkenburg said that CBS-TV has "always felt concerned over the fact that because advertisers do not choose to sponsor their programs in certain markets, the television families within those markets should be deprived of the superior entertainment provided by those programs. We have been equally concerned that the stations in those markets could not benefit from the additional circulation which those programs would yield.

"Through our new Extended Program Service Plan we have made arrangements with the sponsors of a number of our commercial programs to make them available to a wider circle of stations with the commercial messages eliminated," he said. Commercial programs included under EPS were not identified, but were said to include some of the top-ranking shows on the network.

Noting that because of its departure from traditional network practice, the complex problems involved and the scale contemplated, "EPS must initially be treated as experimental and tentative," Mr. Van Volkenburg said that the future of the plan "depends on the cooperation of the participating stations."

He pointed out that by making more top programs available to the stations, EPS will help them financially. "The additional programs will act as a great stimulus to winning increased audiences for the individual station which in turn will serve as a basis for increased advertising income. As rights are obtained, additional programs will be made available under EPS. Studies are under way in order to make some network programs available on a cooperative basis to stations not ordered by advertisers. This would permit these stations to sell time during these programs locally and thus receive direct additional income."



NBC RADIO and Alfred D. McKelvy Co. (Seaforth products for men) have confirmed the first sponsorship for NBC's new around-the-clock program, *Monitor*. Participants in the sale are (l to r): H. W. Shepard, NBC Radio Spot Sales director; Dick Arbuckle, NBC Radio Spot salesman, and Patrick Gorman, McKelvy president. McKelvy contracted for 10 weeks of participations through Morse International, New York advertising agency. *Monitor* debuts June 12. Format of the show is shown in the hour breakdown on the chart.

CBS' STANTON INDICATES PROGRESS OF COLOR TV SLOWER THAN EXPECTED

At annual meeting of CBS Inc. stockholders, board Chairman Paley said CBS is 'still on the profit system in radio,' despite smaller profits this year due to period of tv competition.

INDICATION that CBS feels that color tv is progressing slower than originally expected and has perhaps some years to go before it is in "general use," was given last week by Dr. Frank Stanton, CBS Inc. president.

Dr. Stanton, asked about his views on color tv at the annual meeting of CBS Inc. stockholders held in New York Wednesday, qualified his statement by adding that when color does come, the progression of sets in use from year to year will be very rapid.

"The great question," he said, "is how fast and when" will color be accepted to the same extent as black-and-white is today?

At the meeting, presided over by William S. Paley, board chairman, a bullish attitude toward radio was expressed. Mr. Paley, in answer to a stockholder's query on the "future of radio," admitted that from "the standpoint of circulation and profits," radio is not what "it used to be." He said that radio was "leveling out but will continue as long" as one could see ahead. Radio, Mr. Paley observed, "will continue to serve the people."

Adjustment to Competition

CBS, he said, is seeking ways and means to "obtain a system of making the very best use of radio's circulation." Although radio's profits are smaller this year, Mr. Paley said, CBS is "still on the profit system in radio." Reason for the adjustment in radio, he said, was that it has been going "through the period of tv competition."

Dr. Stanton, in speaking of color, said that it appeared to him that when color receiver prices "get under the $500 level," a "big difference" will be noted in the medium's progress.

Asked when how one could judge when color would be "here," Dr. Stanton said it would be in "full bloom when the color cycle is similar to that of black-and-white."

Dr. Stanton also said that CBS Inc. expected its manufacturing operation, CBS-Columbia, to progress to the point where it will mark an "important position" in the field for the company.

Some stockholders present voiced concern at million-dollar talent contracts—such as the "$11 million contract for Jackie Gleason." To these criticisms, Mr. Paley explained that such figures not only are exaggerated but also do not reflect the true situation. The total sum, he pointed out, includes the overall estimate when actual contract and options with the advertisers are accounted for over a period of years. CBS' contract with Mr. Gleason, he said, was for a conservative sum and also contained options.

Mr. Paley noted that CBS Inc. this year already "is ahead of last year in earnings."

At the meeting, the stockholders voted for a three-to-one stock split-up [B•T, March 28]. They voted to increase to 12 million the limit on the total number of shares held by CBS Inc., elected Class A and B directors, and authorized an amendment to the company stock option plan to remove the yearly limitation on the number of shares which might be optioned to officers and employes. The firm of Lybrand, Ross Bros. & Montgomery was elected auditor for the company.

Under the stock split, stockholders will retain present stock certificates and will receive new certificates for the additional shares to which they may be entitled, i.e. two additional shares of the same class for each share of stock owned on the record date. This date is slated to be April 29 and new certificates will be mailed May 20.

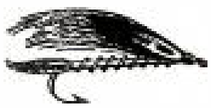
Based on the number of shares of stock now outstanding, 4,023,669 shares of Class A and 3,302,340 shares of Class B will be outstanding after the split, it was stated.

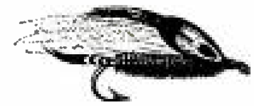
CBS Inc. last month in its annual report showed gross revenues and sales to have been the highest in history last year and 18.9% larger than in 1953. Total last year was $373,380,139. Consolidated net income also was up.

Alaska Tvs Join CBS-TV

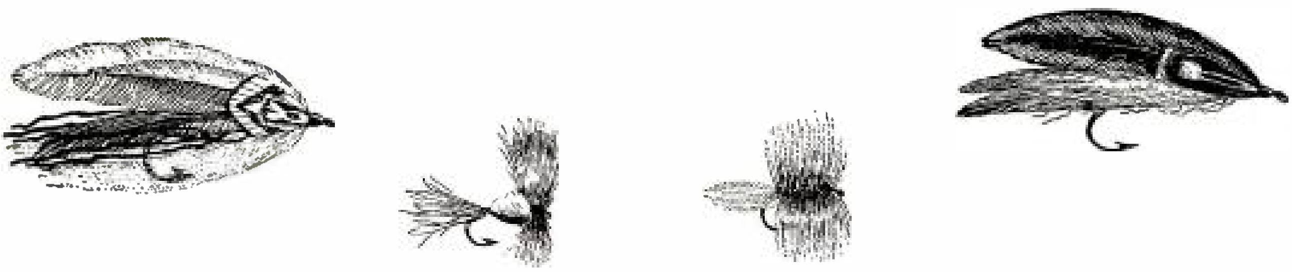
AFFILIATION of KTVF (TV) Fairbanks and KTVA (TV) Anchorage, both Alaska, with CBS-TV as primary, non-interconnected stations effective July 23, was announced last week by Herbert V. Akerberg, network's vice president in charge of station relations. Both stations operate on ch. 11. They are owned by Northern Television Inc.







each one is different



Whether it's trout flies — or quality television stations — inherent differences *count*. The first must offer individual characteristics, tailor-made to a fish's mood. But the other . . in a far more complex way . . must possess distinguishing traits and standards of service, tailor-made to the particular community it serves.

The relative merits of trout flies happen to concern *us* only at vacationtime. But the *individual* natures and needs of quality TV stations are our year-'round *exclusive* preoccupation. Because we concentrate only on these (to the exclusion of any other media) . . because we appreciate quality television stations can prosper best through quality representation . . and because we try to do our special job better than anyone else — we think that Harrington, Righter and Parsons is *different,* too. The individual stations listed here share this opinion.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

television — the *only* medium we serve

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WTPA	*Harrisburg*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*
WSYR-TV	*Syracuse*

NBC-TV AFFILIATES DISCUSS COLOR, PROGRAMS FOR OPTIONAL STATIONS

Addition of 'Ding Dong School' and 'News Caravan' to list of shows which optionals may have brings total programming for them to 23¼ hours per week. Suggestions for extending color telecasting were made by Robert W. Sarnoff, NBC executive vice president.

EMPHASIS was placed by NBC-TV, at its Thursday-Friday meeting in New York with 150 officials of NBC-TV affiliated stations, on making more programs available to optional affiliates and on additional color programming.

Sylvester L. Weaver, NBC president, opened and closed the affiliates meeting.

Presiding officer was Walter Damm, WTMJ-TV Milwaukee, chairman of the executive committee. Other committee members attending: Clair McCollough, WGAL-TV Lancaster, Pa.; William Fay, WHAM-TV Rochester, N. Y.; Jack Harris, KPRC-TV Houston, Tex.; E. R. Vadeboncoeur, WSYR-TV Syracuse, N. Y.; Harold See, KRON-TV San Francisco; James Moore, WSLS-TV Roanoke, Va.; Fred Mueller, WEEK-TV Peoria, Ill., and David Baltimore, WBRE-TV Wilkes-Barre, Pa.

Robert W. Sarnoff, executive vice president of NBC, outlined various programming developments that the network will put into operation this summer and fall. In this connection, he reported that *Ding Dong School* and John Cameron Swayze's *News Caravan* will be made available this summer to optional affiliates under NBC-TV's program service plan. This raises to 23¼ hours a week the total programming that will be supplied to optional affiliates, Mr. Sarnoff said.

Another significant development cited by Mr. Sarnoff was color programming planning. He said certain features of the *Home* program this summer will be telecast in color and this fall *Howdy Doody* and several National Collegiate Athletic Assn. games will be presented in color.

Mr. Sarnoff suggested to the affiliates, who met in closed session, that they consider using color slides in afternoon schedules, which are local option time, as a means of acquiring experience as well as helping to build color tv set circulation by stimulating viewer interest.

Thomas A. McAvity, vice president in charge of the television network, advised affiliates that NBC-TV is moving in the direction of more one-hour tv shows. He noted that in the fall, NBC-TV will unveil as a one-hour format, the *Perry Como Show* on Saturday night and a Tuesday night dramatic series to be sponsored jointly by Pontiac and the Armstrong Cork Co.

Mr. McAvity reported that the sales outlook for the summer is "bright," with the 7:30-7:45 p.m. spot the only network period still unsold. He said the tv network's programming as a whole has had better reception this past winter and spring, claiming that Nielsen ratings covering these periods have been higher than for the corresponding periods last year. One example he cited was that of the Monday night Nielsen ratings for January-March which rose to 30.8 as compared with 19.8 last year.

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

May 4 (10-11 p.m.): *Best of Broadway*, "Broadway," Westinghouse Electric Co. through McCann-Erickson.

May 12 (8:30-9:30 p.m.): *Shower of Stars*, "High Pitch," Chrysler Corp. through McCann-Erickson.

NBC-TV

April 25 (7:45-8 p.m.): *News Caravan*, color films from Yucca Flat on eve of atom bomb blast, Plymouth Div., Chrysler Corp., through N. W. Ayer & Son.

April 26 (7:45-8 p.m.): *News Caravan*, color films of bomb blast, R. J. Reynolds Tobacco Co. through William Esty Co.

May 2 (8-9:30 p.m.): *Producer's Showcase*, "Darkness at Noon," Ford Motor Co. through Kenyon & Eckhardt, and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey Adv. Agency.

May 7 (9-10:30 p.m.): *Max Liebman Presents*, "Desert Song," Oldsmobile Div., General Motors through D. P. Brother & Co.

May 11 (9-10 p.m.): *Kraft Television Theatre*, Kraft Foods Co. through J. Walter Thompson Co.

May 22 (7:30-9 p.m.): *Max Liebman Presents*, Hazel Bishop Inc., through Raymond Spector Co., and Sunbeam Corp. through Perrin-Paus Co.

May 30 (8-9:30 p.m.): *Producers' Show-Case*, "Petrified Forest," Ford Motor Co. through Kenyon & Eckhardt, and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey Adv. Agency.

[Note: This schedule will be corrected to press time of each issue of B•T.]

AB-PT QUARTER NET TWICE THAT OF '54

Leonard Goldenson, president of AB-PT Inc., gives particular credit to 'improved programming' in ABC Div.

ESTIMATED net operating profit of American Broadcasting-Paramount Theatres Inc. for the 1955 first quarter almost doubled the same quarter of last year, from $1,039,000 or $.23 per common share to $1,917,000 or $.45 per share, it was reported last week by Leonard H. Goldenson, president of AB-PT.

Consolidated earnings for the first quarter, Mr. Goldenson said, were $1,950,000 or $.46 per common share, as against $1,110,000 or $.25 per share last year. He listed capital gains at $33,000 this year and $77,000 last year.

Mr. Goldenson said the increase in earnings reflected "substantial improvement" for both theatre operations and the ABC Div., particularly the tv network. He attributed the upswing at the ABC Div. to "improved programming." He added that the coming fall season will include the new Walt Disney program, *The Mickey Mouse Club*, and the *Warner Bros. Presents* series, both of which are already 75% sponsored.

Mr. Goldenson advised those stockholders, who formerly were stockholders of ABC Inc. and still hold scrip for fractional shares of common and preferred stock of this company, that a transfer agent has sold the common and preferred stock represented by such scrip. He said scrip holders are entitled to surrender their certificates, on or before Feb. 10, 1959, to the Bank of New York and to receive in exchange their pro rata portion of the proceeds resulting from such sale. The exchange will be on the basis of $.191 per 1/100th share of preferred stock and $.715 per 1/38th share of common stock.

AB-PT Stockholdings, Salaries Disclosed

PROXY STATEMENT accompanying notice of annual meeting of American Broadcasting-Paramount Theatres last week disclosed that Leonard H. Goldenson, president of the corporation, was the highest-paid officer last year with a total remuneration of $181,429, including expense allowances of $25,000. The annual meeting of stockholders will be held May 17 at the Sheraton-Astor Hotel, New York.

Salaries of other top executives were listed as follows: John Balaban, president of Balaban & Katz Corp., a subsidiary of AB-PT, $139,400, including $10,400 for expenses; Robert E. Kintner, president of ABC division, $77,500; A. H. Blank, president of Tri-States Theatre Corp., $58,106; Walter W. Gross, vice president and general counsel, $57,143; Robert H. O'Brien, financial vice president and secretary, $54,643; Robert H. Hinckley, vice president of the ABC division, $50,000, and Robert B. Wilby, president of Wilby-Kincey Service Corp., a subsidiary of the corporation, $41,058.

Eighteen directors are candidates for election to the board of directors and will be chosen at the annual meeting. With the exception of Sidney M. Markley, a vice president of AB-PT, all nominees are currently directors. Mr. Markley has been named to fill the vacancy created by the April 11 death of Herbert J. Schwartz, president of City Stores Co.

Board nominees and the number of common shares they hold in AB-PT are Messrs. Balaban (none), Blank (2,587), Goldenson (2,450), Gross (100), Hinckley (none), Kintner (3,000), Markley (100), O'Brien (100), Wilby (1,018), as well as Earl E. Anderson, vice president of ABC (1,974); John A. Coleman, Adler Coleman & Co. (none); Charles T. Fisher Jr., president of National Bank of Detroit (500); E. Chester Gersten, president of the Public National Bank & Trust Co. of New York (none); Robert L. Huffines Jr., president of Textron American Inc. (1,000); William T. Kilborn, president of Flannery Manufacturing Co., Pittsburgh (200); Edward J. Noble, chairman of the Finance Committee of AB-PT and chairman of the board of Life Savers Corp. (8,949); Owen D. Young, retired (1,500), and Walter P. Marshall, president of Western Union Telegraph Co. (200). Additionally, nominees own the following number of preferred shares: Messrs. Anderson (1,800), Kintner (2,500), Noble (324,601) and Young (1,400).

Company's annual report issued three weeks ago showed that the net operating earnings of the corporation in 1954 had increased to $4,722,000 from $4,480,000 in 1953 [B•T, April 4].

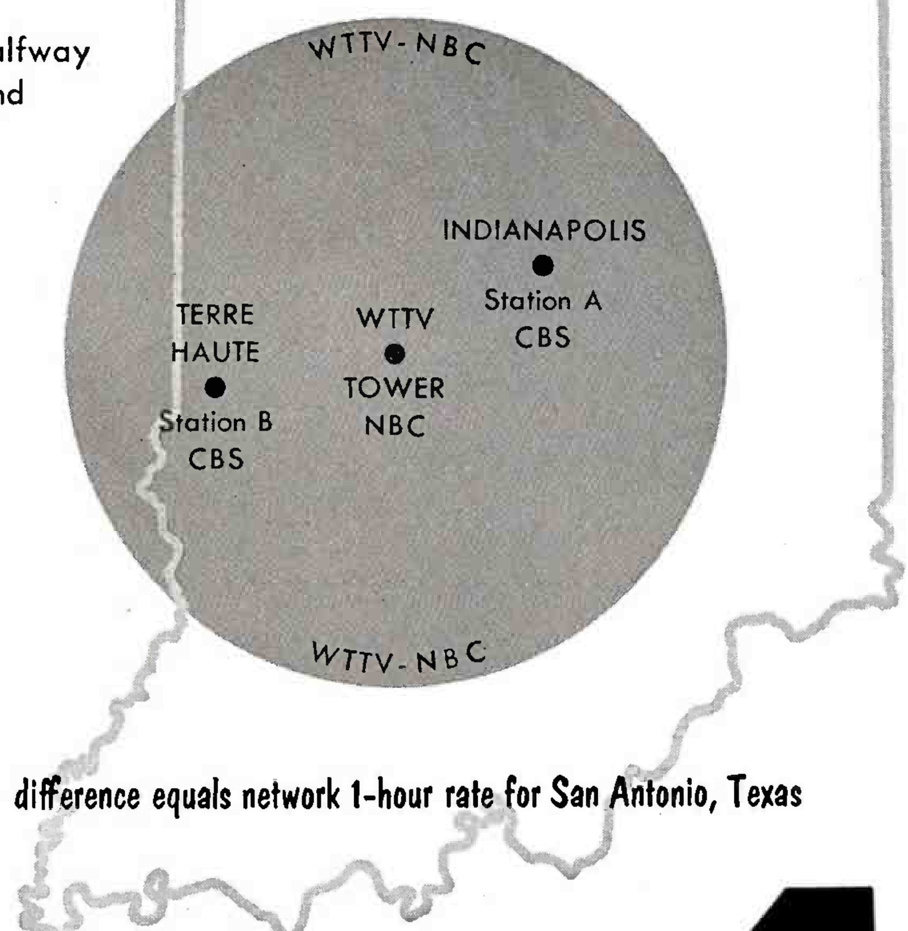
Speaking of

NETWORK COVERAGE IN INDIANA,

It's WTTV 2 to 1

You get 2 Major Markets for the price of 1 when you buy WTTV-NBC—Channel 4

- WTTV Tower located halfway between Indianapolis and Terre Haute
- Low Channel 4
- High 1000-feet Tower
- 100,000 Full Power
- Serving TWO MILLION people in the Great Hoosier Heartland



Cost of CBS two station package, 1 Hour	$1600
Cost of WTTV-NBC	1000
	$ 600

$ 600 difference equals network 1-hour rate for San Antonio, Texas

WTTV channel 4

A SARKES TARZIAN STATION

BUSINESS OFFICE: Essex House, Indianapolis 6, Indiana
Represented Nationally by MEEKER TV, Inc.

CBS NAMES THREE IN SALES PROMOTION

IN A REALIGNMENT of top promotion posts at CBS-TV and CBS Radio effective today (Monday), George Bristol has been appointed director of sales presentations for CBS-TV and Louis Dorfsman and Sherril W. Taylor have been named co-directors of the sales promotion and advertising department of CBS Radio.



MR. BRISTOL

Mr. Bristol moves to his new post from CBS Radio, where he has been director of sales promotion and advertising for the past four years. He joined CBS as a promotion writer nine years ago. Previously, he had been an editorial writer for *Dun's Review.* In his new post, Mr. Bristol succeeds Gordon A. Hellmann who joined Television Bureau of Advertising as director of sales promotion [B•T, April 11].

Messrs. Dorfsman and Taylor will assume the duties formerly handled by Mr. Bristol. Mr. Dorfsman, who has been associate director of the department since February 1953 and art director since July 1951, will continue his



MR. TAYLOR



MR. DORFSMAN

assignment as art director. He joined the network in 1946 as a staff designer in the art department. Mr. Taylor has been sales promotion manager of CBS Radio Spot Sales since May 1953, and previously had been in charge of sales promotion, advertising and exploitation for KNX Los Angeles and the Columbia Pacific Radio Network from 1951-53.

NBC-TV, NCAA Announce '55 National Grid Slate

SCHEDULE of intercollegiate football games to be presented nationally by NBC next fall was announced jointly last week by Thomas S. Gallery, NBC sports director, and E. L. (Dick) Romney, commissioner of the Mountain States Conference and chairman of the National Collegiate Athletic Assn.'s television committee.

NBC, which carried the games in 1951-2-3, was awarded the 1955 rights following a two-day meeting of the NCAA television committee in New York. The network subsequently submitted a proposed schedule of national telecasts, which was approved by the NCAA television group in Chicago over the April 16-17 weekend.

The schedule, which includes telecasts on seven Saturday afternoons and on Thanksgiving Day, is as follows:

Miami at Georgia Tech, Sept. 17; Ohio State at Stanford, Oct. 1; Notre Dame at Michigan State, Oct. 15; Iowa at Michigan, Oct. 29; UCLA at USC, Nov. 19; Texas at Texas A & M, Nov. 24; Army-Navy at Philadelphia, Nov. 26, and North Carolina at Duke, Dec. 3.

Under the 1955 NCAA "national-regional" plan, five Saturday dates are set aside for regional telecasts, under which member colleges will be permitted to make their own telecasting arrangements within their district.

The NBC-TV sales department is reported to be evolving a sales plan to sell the national telecasts. The series was carried last year by ABC-TV on a regional sponsorship basis.

First Moves Devolop To Use Electronicam

AGENCY and advertiser interest in Electronicam, the new combined live-film camera developed by Allen B. DuMont Labs and its DuMont Television Network, was crystallizing last week.

The Electronicam system is scheduled to be used today, on an experimental basis, by William H. Weintraub & Co., New York, on either a Revlon or Ronson commercial [AT DEADLINE, April 18].

Another agency, Erwin Wasey & Co., New York, during tomorrow's rehearsal of Admiral Co.'s *Life Is Worth Living* show on (DuMont, Tuesday, 8-8:30 p.m. EDT), plans to film commercials and then present them on the air if the experiment is successful.

Among agency executives at the initial demonstration of the camera system [B•T, April 18], Nick E. Keesely, senior vice president and radio-tv director of Lennen & Newell, noted that the camera is "a most exciting development. It should hold out great promise for the future."

It was reported that an advertiser, Serutan Co., which sponsors *Life Begins at Eighty* on DuMont (Sunday, 9:30-10 p.m.), has accepted an offer to experiment with the Electronicam system. Details remain to be worked out, it was said.

According to DuMont, thus far advertisers now on the network have been given priority. Later, other advertisers will be contacted. The number of advertisers who can be accommodated, it was cautioned, must hinge on the availability of equipment.

Blake to New CBS-TV Post

APPOINTMENT of Robert F. Blake to the newly-created position of manager of special projects in the CBS-TV press department was announced last week by Charles Oppenheim, director of CBS-TV information services. The assignment becomes effective May 31.

Mr. Blake has been director of publicity for NBC's owned and operated stations division and for WRCA-AM-TV New York. Before his NBC association, he was director of publicity for WCBS New York. He was on the staff of WOR and later WOR-TV New York for 13 years, resigning in 1951 as director of publicity.

WXEX-TV Joins NBC-TV

AFFILIATION of WXEX-TV Richmond, Va., with NBC-TV was announced last week by Harry Bannister, vice president in charge of station relations for the network. The station, operating on ch. 8, expects to be on the air in mid-summer.

Permittee of the outlet is Petersburg Television Corp. Thomas G. Tinsley Jr. is president and Irving G. Abeloff is general manager. The present affiliate in Richmond for NBC is WTVR (TV).

MONROE NAMED V.P. IN MBS-WOR SHIFT

IN a realignment of network activities, Robert Monroe, president of Robert Monroe Productions, New York, has joined Mutual Broadcasting System and WOR New York as vice president in charge of programming, succeeding B. J. Hauser, who has assumed supervision of the network's development division.



MR. MONROE

Announcement of the changes was made last week by John B. Poor, Mutual executive vice president, who said that Mr. Monroe will be responsible for creating new concepts in radio programming and selling.

Mr. Monroe has been in the radio production field for more than 20 years. His broadcasting background on station and network operations includes production of MBS shows from Cleveland in 1937; writing and direction of network-originated shows from Cincinnati, and varied experience in announcing, production and writing.

Following military service, he established his own firm, Robert Monroe Productions, where he created several network radio and television properties, including *Nightmare, Story Time* and *Take a Number.*

Godfrey Firings to Cost CBS Approximately $75,000

THE DISMISSAL of six performers and three writers by Arthur Godfrey, CBS radio and television personality [AT DEADLINE, April 18] will cost CBS and Mr. Godfrey approximately $75,000 in severance pay, it was estimated last week. The Mariners, a male quartette, and singers Marion Marlowe and Haleloke, were under network contract. The writers had contracts with Mr. Godfrey personally.

The CBS agreements were due to expire July 1 and included provisions for a four-week notice if the contracts were not to be renewed. Salary to the performers through the duration of their respective contracts will amount to $25,000 for the Mariners and $16,000 each for Miss Marlowe and Haleloke. The writers will reportedly receive a total of $20,000 in severance pay.

Networks Finalize Plans For Yucca Flats A-Bomb Test

TOMORROW'S (Tuesday's) coverage of the Yucca Flat, Nev., atom bomb test will be the most extensive attempted by tv and radio, executives of major networks announced last week in Hollywood.

The explosion will be telecast live by a combined NBC-CBS-TV pool (5-5:30 a.m. PDT) and broadcast by an NBC-CBS-ABC radio pool (5:15-5:30 a.m., PDT).

Notable is the fact that a pool camera will be placed within 3400 yards of Ground Zero, with additional cameras placed at further distances for longer shots. Both CBS and NBC plan extensive use of kinescope and film footage of the event on many programs during the coming week.

Additionally, NBC news and special events department is arranging to show color film cov-


From every point of view... the finest!
HYGO'S SHOWMANSHIP PACKAGE
of Feature Films
GUNG HO
SMASH UP
NIGHT IN PARADISE
EAGLE SQUADRON
A LADY TAKES A CHANCE
SALOME, WHERE SHE DANCED
SPITFIRE
WE'VE NEVER BEEN LICKED
OUTPOST IN MOROCCO
LADIES COURAGEOUS
GENGHIS KHAN
OPERATION X
THE SULLIVANS
BLACK BOOK
OVER 36 MAJOR MARKETS SOLD IN 31 Days!
KTNT
KRON
KSL
KTLA
KBTV
WTMJ
WGN
WOW
WFAA
WFBM
WTVN
WNBK
WMAL
WCBS
WNAC
up to 26 pictures available in some markets.

erage of the blast within 12 hours after the event, utilizing a chartered airplane to fly the exposed color footage to Hollywood for development. The edited color film will be shown to NBC-TV eastern stations from Hollywood at 4:45 p.m. PDT and replayed for western stations at 7:45 p.m. PDT.

Spokesmen for KTLA (TV) Hollywood, which had previously offered the use of its "home-made" color remote unit, only one on the Pacific Coast, to the networks to telecast the event in live color, said the station would not cover the atom test because of network "indifference" to the offer.

CBS-TV Mid-Evening Shows Sold to Various Sponsors

A BLUEPRINT for CBS-TV's new lineup of programs in the 7:30-8 p.m. period, across-the-board [B•T, April 4], was beginning to take shape last week.

Monday's segment is being held on option by Liggett & Myers for a television version of its radio program, *Gunsmoke*. The agency, Cunningham & Walsh, New York, is expected early this week to notify the network for the cigarette firm.

Tuesday is still open, although many programs have been slated for the spot. Nothing had been signed as of late Friday.

The Wednesday period has been set for *Cochise the Indian Chief*.

Thursday's slot has been sold to Quaker Oats which will sponsor its *Sgt. Preston*.

On Friday, CBS-TV in that period will present *My Friend Flicka*, a property owned by 20th Century-Fox Film Corp. The latter firm has several advertisers interested, it was reported.

Stigdon Takes CBS-TV Post

APPOINTMENT of Clem Stigdon, formerly director and writer at RKO-Pathe, New York, as manager of film production at CBS-TV was announced last week by H. Grant Theis, manager of the film services department of CBS-TV. Mr. Stigdon will cover assignments on production techniques for integrating film sequences with "live" programs and for special film assignments that supplement either film or "live" telecasts.

NETWORK PEOPLE

John H. Thompson, program director, KNBC San Francisco, named news and special events manager, NBC Hollywood.



MR. THOMPSON

Sam Sharkey, former head of national news desk, *New York Times*, to NBC News, New York, as editor.

Betty Johnson and **Dick Noel** signed as permanent vocalists, ABC Radio *Breakfast Club*.

Gerald Rubin, recently released from active duty, Judge Advocate General Corps, to business affairs dept., ABC New York.

Wallace H. Lancton, 18-year radio veteran formerly with WGN Chicago, NBC New York and WJR Detroit, currently producing and directing MBS *Behind the Iron Curtain*, documentary commentary series.

U. S. OFFICIALS TO PLAY MAJOR ROLE IN D.C. MAY 22-26 NARTB CONVENTION

President Eisenhower is scheduled to address the group. FCC commissioners and chairmen of the Senate and House Commerce committees are also set to speak to the 33d annual industry meeting. Tentative agenda released by NARTB Convention Committee.

BROADCASTERS attending the 33d annual convention of the NARTB in Washington, May 22-26, will get priority attention from the government which regulates their industry, topped with a talk by President Dwight Eisenhower.

The almost complete convention agenda, released last week, shows that industry delegates will hear addresses from FCC Chairman George C. McConnaughey, and Sen. Warren G. Magnuson (D-Wash.) and Rep. J. Percy Priest (D-Tenn.), chairmen, respectively, of the Senate and House Commerce committees, which have jurisdiction over the FCC and most radio-tv legislation. They will also be treated to a panel discussion in which the full membership of the Commission will comprise the panel.

Addresses by the President and the other government figures will come on Government Day, Tuesday, May 24, which also will be highlighted by the keynote address from broadcaster-publisher Mark Ethridge, WHAS-AM-TV Louisville, who will be presented with the Keynote Award, the association's highest honor, by NARTB President Harold E. Fellows.

Presiding over the Tuesday joint management-engineering conference will be Clair R. McCollough, Steinman stations and chairman of the Tv Board, who will divide chairmanship honors during the five-day convention with Henry B. Clay, KWKH Shreveport, co-chairman of the Convention Committee and chairman of the Radio Board. The invocation will be said by the Rev. Clayton T. Griswold, radio-tv department, Presbyterian Church of the U. S. A. Another Government Day feature will be Catherine Esther Styles, a 1954-55 Voice of Democracy winner, reading her winning essay.

Wednesday will be Radio Day and Thursday Television Day, with separate management and engineering activities both days. Mr. Clay will take over the chair at Wednesday's management functions and Mr. McCollough will assume similar duties Thursday.

Other highlights include addresses by President Fellows at Wednesday's management luncheon and by Protestant clergyman-broadcaster Dr. Norman Vincent Peale at the management luncheon Thursday.

At the engineering conferences, Raymond F. Guy, NBC radio frequency engineering director, will preside Wednesday morning, with Glenn C. Boundy, Storer Broadcasting Co. engineering director, in the chair Thursday morning, and James H. Middlebrooks, KING-TV Seattle engineering director, presiding Thursday afternoon.

Radio Advertising Bureau sessions will be held Wednesday afternoon and Television Bureau of Advertising discussions Thursday afternoon.

Featuring the two opening days of the convention, Sunday and Monday, will be exhibits. The agenda, as it stood last week:

Sunday, May 22
(Shoreham)

7 a.m.-8 p.m.—Registration.
12 noon—Exhibits and reception headquarters open (Exposition Hall, Shoreham).

Monday, May 23
(Shoreham)

7 a.m.-8 p.m.—Registration.
Exhibits all day.
10 a.m.—Tv membership meeting and election.
6:30 p.m.—Preview of special projects exhibit for Washington news representatives (Sheraton Park).

Tuesday, May 24
Government Day
Joint Management-Engineering Conference
(Shoreham)

Morning

7 a.m.-8 p.m.—Registration.
10 a.m.—Presiding: Clair R. McCollough, Steinman stations, co-chairman of Convention Committee. Invocation: Rev. Clayton T. Griswold, radio-tv department, Presbyterian Church of the U. S. A.
10:15 a.m.—Keynote address: Mark Ethridge, WHAS-AM-TV Louisville.
11:30 a.m.—President Dwight D. Eisenhower.
12 noon—Adjournment for luncheon.
12:30 p.m.—Luncheon (Sheraton Park). Presiding: Henry B. Clay, KWKH Shreveport, La., co-chairman of Convention Committee. Address: George C. McConnaughey, FCC chairman. Feature: Catherine Esther Styles, Auckland, New Zealand, 1954-55 Voice of Democracy winner.

Afternoon
(Shoreham)

2:15-4 p.m.—Panel discussion: FCC Chairman George C. McConnaughey and Comrs. Rosel H. Hyde, Robert E. Lee, John C. Doerfer, Robert T. Bartley, E. M. Webster and Frieda B. Hennock. Talks by Sen. Warren G. Magnuson (D-Wash.) and Rep. J. Percy Priest (D-Tenn.), chairman of Senate and House Interstate & Foreign Commerce committees, respectively.

Evening
(Sheraton Park)

6:30 p.m.—Engineering reception.

Wednesday, May 25
Radio Day
Management Conference

Morning
(Shoreham)

8 a.m.—Breakfast—Employer-Employe Relations Wage-Hour Discussion.
10 a.m.—Presiding: Henry B. Clay, KWKH Shreveport, co-chairman of Convention Committee.
11:15 a.m.—Employer-Employe Relations Dept. panel—"Selection and Motivation of Salesmen."
12:15 p.m.—Adjournment for luncheon.
12:30 p.m.—Luncheon (Sheraton Park). Presiding: Henry B. Clay. Address: Harold E. Fellows, NARTB president.

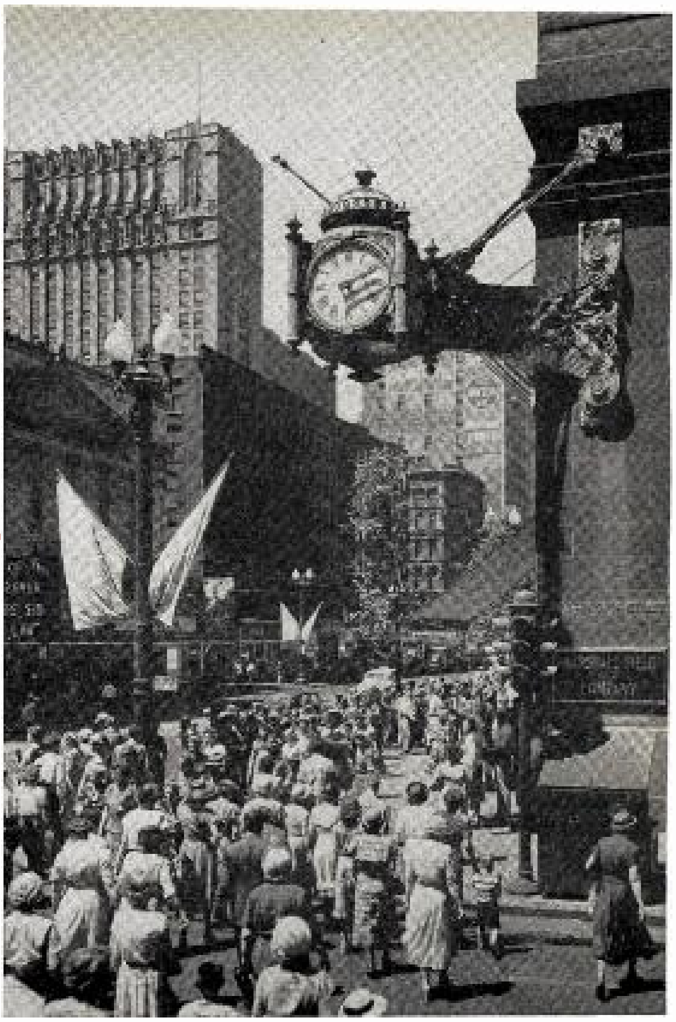
Afternoon

2-5 p.m.—Activities of Radio Advertising Bureau (not yet scheduled).

Engineering Conference
Morning

9-9:25 a.m.—Presiding: Raymond F. Guy, NBC director of radio frequency engineering.
9:25-50 a.m.—"Remote Control of High Power

STATE STREET AND RADIO



BRINGING CHICAGO SHOPPERS BACK DOWNTOWN

STATE STREET in Chicago has sometimes been described as the "world's greatest merchandising mile." Its merchants peddle the diversified wares of some 20,000 manufacturers, and cash registers literally jingle to the tune of an estimated $500 million in gross business each year.

On any normal weekday in 1955, sales are quite likely to hit the $2 million mark where, only a few years ago, these same merchants tightened their collective belts and faced up to a frightening fact: more and more Chicagoans were doing their shopping in outlying suburban stores.

Assuming the role of a modern pied piper, the State Street Council of Chicago in January 1953 organized a concerted radio campaign designed to woo shoppers back downtown. The result: a rhyming slogan is now dinned into the ears of Chicago listeners over 60 times each week on five local stations (WMAQ, WBBM, WGN, WIND, WLS) at a cost-per-thousand that would arouse the envy of any individual retail advertiser.

Never much for broadcast advertising on their own and avowedly inclined toward printed media, nearly 100 members of the Council now are willing to concede that its institutional radio spot announcements cover the State Street story like an umbrella and have proved a mercantile success in stimulating downtown traffic.

The Council spends roughly $100,000 on an annual basis to reach perhaps 10 million listeners in five Chicago counties. Its messages are heard each week, according to Radio Advertising Bureau estimates, in 1,597,000 homes (about 92% of Chicago radio families) an average of 3.4 times each week.

Until it recently added two more stations to its schedule, the Council spent about $10,000 in each peak volume month for spot saturation, the cost-per-thousand families (on a one-time basis) running about 11¢.

Authorities readily agree the Council has extracted a lot of mileage for every radio dollar to promote "the world's greatest merchandising mile"—and the catchy slogan: "What Do You Want to Buy? What Do You Want to Pay? State Street's Got It—Every Day!"

It also seems to have made State Street merchants more conscious of radio and television media than ever before—merchants who place perhaps 24 million lines of individual newspaper advertising each year to tell the "where," "when" and "how much" story to individual customers.

Radio has so undeniably rescued Chicago's downtown merchants from a serious financial blow that RAB was moved last February to honor the Council with presentation of a large plaque which said, in part: "for consistent and effective use of radio in the interests of State Street business."

Shortly afterward, the Council added two more stations to its schedule. Just as it complemented individual black-and-white advertising with radio, it is conceivable—and highly probable—that in time it will add television. The utilization of television has been ardently advocated by the Council's agency, Calkins & Holden, Chicago, on a similar institutional plane.

Attitude Toward Radio

What is the Council's official attitude toward radio advertising?

Randall H. Cooper, its president, explains it this way:

"Developing an advertising program for a group of merchants which, of necessity, must be institutional in character, is difficult because of the problem of not being able to sell an individual product or an individual store. We have found that our present radio spot announcement program . . . lends itself to our objectives because through it we are able to sell State Street to a tremendous audience on a limited budget. We tell the listeners in a brief message that State Street has the largest variety of merchandise at the widest range of prices of any shopping area in the Midwest. . . .

"We believe our radio program complements our individual members' newspaper advertising by constantly bringing State Street to the consciousness of the public." He cites continued cooperation of members and "increasing enthusiasm" for the program.

Mr. Cooper believes "this is the only campaign of its kind designed to further the interests of a major shopping area in a large metropolitan city." Business executives from similar organizations throughout the country periodically descend on Chicago in bunches to ascertain first-hand why the city has become a leader in the field of downtown promotion—with a major assist from radio.

Actually, the broadcast phase is the growth of prodigious efforts the past 10 years in such activities as slum clearance, area improvement, transportation and parking. By early 1953 each of these projects had moved out of the planning stage into some degree of activation, but the results were not too visible.

It was then, after a small radio schedule had been tried the previous fall, that the Council set out to (1) stress to the public the advantages of shopping on State Street, (2) increase the street's stature as "the world's greatest shopping center" and (3) create shopping habits which, over the long-range, would automatically siphon off to State Street. A long-term advertising program seemed strongly indicated.

The situation appeared critical: outlying areas were getting an increasingly larger share of the retail business and boosting their promotions and advertising lineage; State Street's sales and promotions were receding.

The fall-of-1952 radio drive was launched on a limited scale—and rather spasmodically—running four or five weeks during September and October. In January 1953 the time seemed ripe for a more direct promotion. Advertising was deemed not only ad-

visable but necessary by J. R. Pershall Co., the Council's agency at that time.

The Council had only a small budget to do a big-size job. Use of newspapers would eat too heavily into the institutional budget and could only duplicate the individual advertising efforts of its members. Tv was adjudged too expensive "because the job required maximum frequency and regular continuity."

George Bogart, who handled the account at Pershall in 1953 and supervises it now at Calkins & Holden, explains it this way:

"It seemed that the effective use of radio could best deliver the goods. Radio, at the proper times of day, could reach masses of people. The cost-per-thousand messages over radio were far less than comparable costs in any other medium. Radio offered the opportunity for contact with the public day in and day out, week in and week out, month after month."

Mr. Bogart reasoned that whatever shoppers might want to purchase or whatever they might be willing to spend, the merchandise could be found somewhere on Chicago's State Street—hence the genesis of "What Do You Want to Buy? What Do You Want to Pay? State Street's Got It Every Day."

The campaign was launched in January 1953, with 60-, 30- and 20-second announcements on WMAQ, WIND, WBBM and later on WGN. At the outset 55% of the spots were devoted to merchandisable products (women's fashions, children's apparel, men's wear, jewelry, house furnishings, etc.) and 45% to downtown attractions (movies, plays, restaurants, hotels, exhibits). Additionally there were three 10-second tv commercials each week for about five months. The radio spots approximated 59 each week, being aired during the hours 7 a.m.-1 p.m. across the board during the working week.

Testing the Results

In May 1953, after spots were on for nearly five months, the Council commissioned a telephone survey to be conducted by National Certified Interviews. The purpose was to establish whether the messages were getting through—not, of course, to gather any data on shopping habits but merely to indicate how effective the slogan had been in calling attention to State Street as a shopping center.

A total of 34% of the 267 women interviewed not only were familiar with it and could identify it, but were able to quote it verbatim. NCI used a sequential sampling technique whereby four independent samples of 50 respondents each were obtained by taking four random samples from the telephone directory.

Respondents first were asked to identify two other slogans ("When it rains, it pours" and "Be care free, go car free"), establishing an attitude for slogan recognition on Morton Salt and Chicago Transit Authority. They were then requested to fill in the State Street part of the State Street slogan. If the identifications were correct, respondents were asked where and when the slogan was heard or seen. Of 68 who correctly identified it, 39 (57%) said they heard it on radio.

The conclusion was drawn that the percentage of recognition "compares very favorably with identification of other products given more extensive advertising campaigns," on the basis of a similar telephone survey of three different products broken down by tv and non-tv areas. By comparison the State Street slogan was found to have a "high penetration rate."

A similar study was made 12 months later—in May 1954—among a comparable group of women. The results: 65% could identify the sponsor and quote the slogan as well. By now, the catchy rhyme had become a radio legend and a Chicago household word.

In the intervening period (December 1953) tv was dropped and radio was the only medium used. This time a personal interview method was utilized on State Street in front of member stores from 10 a.m. to 5 p.m. and during Monday evening hours. Total of 307 interviews were completed between April 6 and April 17, 1954. Again, lead-in slogans were used, this time involving Bon Ami and electric ranges (slogans: "Hasn't scratched yet" and "It's time to make that cooking change, today's the day of . . . .").

Aside from slogan identification, the Council also has enjoyed excellent response on special offers. Last September it offered free CTA road maps on five spots each day for four days. Listeners were merely asked to "call Harrison 7-6060"—the Council's telephone number. At 9 a.m. the first morning the offers were aired, the Council's offices were flooded with calls. Its line was jammed for four days and it was forced to hire extra help. All told, Mr. Cooper's office received 1,478 calls and distributed over 1,650 maps. The results prompted Mr. Bogart to comment:

"The results were so outstanding that we wondered what would happen if we offered a give-away that was really a good one." CTA had passed out over 200,000 of the same maps for two years, so the appeal would seem to have been limited.

The Council started a new gimmick in June 1953. It arranged for actress Dorothy Lamour to make some records tieing in the Council with the State Street Employe Contest she was conducting while at the Chicago Theatre. It proved a shrewd move on the Council's part—and was the harbinger of similar spots by other celebrities promoting State Street.

The Council made two startling discoveries: other stars actually sought out the Council for the privilege of making announcements and "not one thin dime" was paid out in talent fees by the organization.

Calkins & Holden points out, quite rightfully, it seems, that "this kind of recommendation and cooperation could not be bought and its value cannot be measured in terms of dollars and cents."

Council announcements last fall also were purchased by the Silk Assn. and Celanese Corp., both of which cooperated with its objectives in using such fashion personalities as Lilly Dache, Dorothy Kilgallen, Nettie Rosenstein and Tina Lesser.

Additionally, the Council gives a big bow, in its 1954 annual report, to Chicago radio-tv stations for having "generously contributed free time to State Street and to the Street's special promotions." State Street's Volunteer of the Year and Star Queen promotions were heavily promoted by stations.

Tv coverage of such visual delights as the 100th Anniversary Dinner Dessert of Carson, Pirie, Scott & Co., the Christmas Parade, and other events was credited with helping implant State Street in the public consciousness.

"This kind of radio and television coverage, if spread over a 12-month period, would provide an average of some eight minutes per week of invaluable television support which, if bought at regular rates, would have been very costly," Mr. Cooper has stated.

Since the first part of 1955, the State Street Council of Chicago has stepped up its radio commitments and budget to continue promoting State Street (and only State Street—merchants on other streets are not eligible for membership). But what of television?

Radio Tops the Morning

Calkins & Holden notes the picture in listening and viewing habits hasn't changed appreciably the past two years. Radio listening still outweighs televiewing in the morning and early afternoon and suffers by comparison with tv only after about 4 p.m. Last September it recommended to the Council an expansion of its radio budget (adopted in November) and the addition of one-minute tv spots (still pending).

Radio has been and will continue to be effective in the future, the agency feels. But "the time has come for the Council to consider seriously the addition of a television effort to its radio programs in order to achieve the maximum results per dollar spent," its recommendations pointed out.

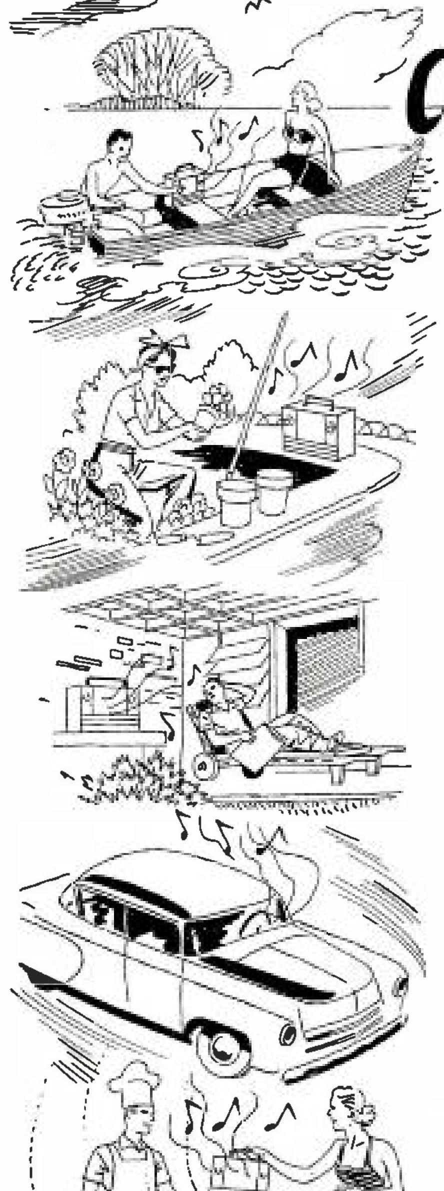
"It is, in our opinion, necessary to use both radio and television. . . . The use of tv along the same lines of frequency and continuity, as you have been using in radio, will more than double the impact and effectiveness of your messages. . . . It is not only feasible but it is highly advisable to translate the content of your radio announcements into television."

There is fresh evidence that Chicago's retail stores have learned a lesson from the Council's campaign. Local department stores traditionally have been lukewarm to radio advertising, save for minimal efforts by such stores as Sears, Roebuck; Golblatt's, and a few smaller stores.

Over a fortnight ago, however, RAB and Calkins & Holden broke new ground in this field with Marshall Field & Co.'s budget floor as the prime mover. After four months deliberation, Field is launching a sizable radio spot saturation campaign on five local stations April 10 to promote "fashion at a price" on its budget floor. Only a short time before, on March 26, Field sponsored the telecast of the *Chicago Daily News* relays on WBKB (TV).

Purchase of the radio spot campaign was hailed as a milestone in Chicago retail store circles—and another accomplishment for the Radio Advertising Bureau.

BROAD *as all out doors!*



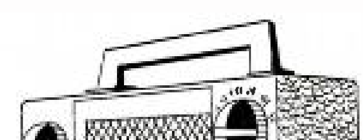
"Broad as all outdoors" is the only phrase that adequately describes the complete coverage of radio, *especially* KVOO radio! And this is especially true in the wonderful outdoor months of the year which stretch from March through October in our part of the great Southwest! During these months people are more than ever on the move! They're doing things — going places! They're not tied down to a room. They're working in gardens, boating on lakes, fishing the streams, driving the highways, enjoying barbecue on the patio . . . and a thousand and one other delightful summertime *outdoor* activities. And guess what's always with them . . . what's *"Broad as All Outdoors!"* Of course, it's radio . . . *KVOO Radio!*

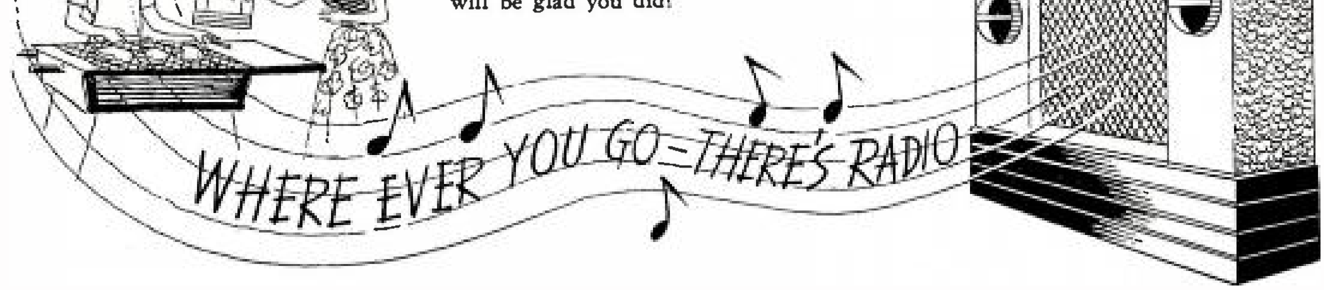
That's why, when you plan keeping summertime sales not only high, but getting them higher, you *plan KVOO radio!*

Summertime is *radiotime,* is *sellingtime,* is more than ever *KVOOtime!* Follow the crowd *outdoors* . . . follow them with *KVOO radio,* the best in entertainment that they *can* take with them wherever they go!

Only KVOO with its 50,000 watts power, clear channel 1170 kc spot, more than 30 years of outstanding service to the Southwest, and unquestioned leadership by every proved measurement, can deliver the summer outdoor "on the move" audience that you need to sell your product most effectively and at lowest per listener cost in this market!

Ask your nearest Petry man to give you the facts on your own particular case. Your client will be glad you did!





RADIO STATION KVOO

NBC AFFILIATE

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS | OKLAHOMA'S GREATEST STATION | TULSA, OKLA.

FIFTH AVE. RADIO FOR LATIN AMERICA

WRUL NETWORK BEAMS TO 2.5 MILLION EVERY NIGHT

EACH EVENING some 2.5 million listeners in 11 Latin American countries bordering the Caribbean Sea settle back to hear two hours of programming in Spanish emanating from a studio at 57th St. and Fifth Ave. in New York City, headquarters of the Interamerican Network of WRUL, whose shortwave transmitters at Scituate, Mass., beam the programs southward for reception and rebroadcast by 54 affiliated stations. There are another 15 stations which rebroadcast the network's programs on occasion and there also are many listeners through Central and South America who pick up the WRUL programs directly on their shortwave sets.

The programs, although in Spanish, follow the typical U. S. pattern, with the emphasis on news and music. The news—and there are three news programs each evening, two quarter-hours and a five-minute world headline period—is world-wide, with the emphasis on Latin American interests. The music, contrariwise, is strictly Tin Pan Alley, to please the listeners in Central and South America who are as keen for the hit tunes of the U. S. as we are for rhumbas and mambos.

Once each week the WRUL transmission features the top 10 tunes of the week, a program so popular that CMKW Santiago, Cuba, augments it with two similar programs a week which it originates locally from lists of top pop tunes sent down from WRUL in New York. Twice a week the network treats Latin American hepcats to a jazz program called *Burbujos Musicales*. And there are numerous other musical shows.

The Interamerican Network also broadcasts a daily sports roundup; a weekly *Intercambio Interamericano* quarter-hour of industrial news from all parts of the American hemisphere; *Via Jando*, a travel program; a weekly scientific review of the latest developments in chemistry, physics, electronics and the other fields of science. In addition to its own programming, the network each night broadcasts 45 minutes of programs for the United States Information Service.

Special events loom large on the schedules of WRUL's Interamerican Network, which goes to great lengths to provide the Latin American audience with complete coverage of those news events in which it is most interested. In recent weeks the network's director, Zachary De Gaster, accompanied Vice President Richard Nixon on his goodwill tour of Central America, to guarantee a full report to the network's listeners. At each stop in the 28-day, 10-country tour, the party, descending from its plane, was greeted by a WRUL microphone, manned by a top commentator of the network's affiliated station in that particular city, who himself broadcast the report to the full network.

"The use of these local commentators added immeasurably to the effectiveness of our coverage of the Nixon trip and to its goodwill results," Mr. De Gaster told B•T. "If the report had come from USIA or even from WRUL itself, it might have been discounted as at least in part being propaganda. But when our Latin American listeners heard, for example, 'This is Ramon Castaneda of Union Radio in Havana, member of the Interamerican Network of WRUL, speaking to all of Latin America with a commentary on the goodwill tour of Vice President Nixon . . .,' they felt they were getting the true story and an accurate picture from one of their own—and they were. The reactions were excellent throughout the entire tour and I'm sure the broadcasts helped Mr. Nixon's goodwill efforts."

The coverage of the Nixon tour was kept entirely on a sustaining basis, with no sponsorship accepted on the network nor permitted locally. Not so, however, the network's coverage of the Inter-American Investment Conference held in New Orleans early in March for the purpose of promoting increased investments of North American dollars in Latin American business. Daily half-hour summaries of the conference proceedings were broadcast over WRUL and its Latin American affiliates sponsored by Time Inc., co-sponsor with the city of New Orleans of the conference itself.

During the month preceding the conference, Time Inc. (for *Life* magazine) sponsored a series of weekly programs on the full network, dramatizing the methods by which businessmen of Central and South America can secure U. S. capital to finance their operations. These pre-conference broadcasts built up appreciable interest in the meeting, Mr. De Gaster said, citing as typical this Feb. 20 letter from Union Radio:

"The first few programs of *Life* aroused considerable interest on the part of our listeners. We received a number of phone calls asking us to supply extra data on the conference. Towards the middle of February the *Life* program began to take hold. We were asked such questions as: 'Will we be able to meet with small industrialists interested in actually investing in New Orleans or merely with the big ones?' Other questions were asked whether we could supply people with manuals on mass production.

"When the Vice President of the United States made a press conference statement on the New Orleans conference in Havana we were called by at least 50 people asking us whether we could make reservations for them in New Orleans. . . ."

It was for the double purpose of promoting hemispheric understanding by making available programs from New York to Latin American stations and of supplying international business organizations with a new and efficient advertising medium that the WRUL Interamerican Network was organized, B•T learned from Walter S. Lemmon, founder and president of World Wide Broadcasting System, operator of WRUL. In the prewar days when WRUL was pioneering in international broadcasting, it was entirely noncommercial, financed largely by Mr. Lemmon, with the aid of some financial contributions from educational foundations that were interested in encouraging the international exchange of information and culture.



VICE PRESIDENT Nixon interviewed at Tocumen Airfield, Panama.

It was after the end of World War II that Mr.



Why the media department moved to Cloud Nine...

The elevator operator noticed it first—for the first time in weeks the media director was whistling.

"What's up, Mr. Timebuyer?"

"I've got it all figured out, Joe, and it's so simple!" What he meant was that his problem of finding the radio buy that would give his client (a) a real live market at (b) sensible cost and (c) with *lots* of plus merchandising was (d) *solved*. KBS!

Cloud nine is a rare place to be, but Keystone clients are "at home" there, and keep coming back for more of the same. 60 million listeners in Keystone's great 820-station primary coverage area are YOUR customers in Hometown and Rural America.

● WRITE, WIRE OR PHONE FOR COMPLETE MARKET INFORMATION AND RATES

CHICAGO
111 West Washington St.
STate 2-6303

NEW YORK
580 Fifth Avenue
PLaza 7-1460

LOS ANGELES
3142 Wilshire Blvd.
DUnkirk 3-2910

SAN FRANCISCO
57 Post Street
SUtter 1-7440

TAKE YOUR CHOICE
A handful of stations or the network . . . a minute or a full hour . . . it's up to you, your needs.

MORE FOR YOUR DOLLAR
No premium cost for individualized programming. Network coverage for less than "spot" cost for same stations.

ONE ORDER DOES THE JOB
All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.

N E W S

KBS Keystone® BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA

COMPARATIVE NETWORK AM SHOWSHEET

BROADCASTING

EVE

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Lorillard Monday Morning Headlines	Wm Wrigley Gene Autry (195) R	Public Prosecutor	The American Forum
6:15	Paul Harvey Belltone			
6:30	ABC Orchestra	Sunday Playhouse	Mutual Benefit On the Line with Bob Considine (548)	Nothing But Music
6:45			All-Star Sports Time	
7:00	Songs By Valentine S	Amer. Tob. Jack Benny (213)	Richard Hayes Show	Special Tribute Programs
7:15	George Sokolsky			
7:30	Show Time Review S	CBS Columbia Amos 'n' Andy (205)	Studio Concerts	
7:45	Henry Milo Travel Talk S			7:55-8 NBC Travel Bureau
8:00	Co-op America's Town Meeting	Toni & Whitehall Cosponsored Our Miss Brooks (206)	U S Military Academy Band	X Minus One
8:15				
8:30		Campana Philip Morris My Little Margie (205) R	Enchanted Hour	The Adventures of the Abbotts
8:45				
9:00	Walter Winchell ASR & Bayuk alt. wks.	Kraft Foods Rudy Vallee (204)	Nat'l Labor Management Fulton Lewis	The Adventures of Sherlock Holmes
9:15	Quincy Howe S		Success Story USA	
9:30	Sammy Kaye		Manion Forum Dean Clarence Manion	Easy Money
9:45			Co-op Keep Healthy	
10:00	Bankers Life & Cas. Co. Paul Harvey	10-10:05 Daniel Schorr	Billy Graham Evangelist Assn. Hour of Decision	Fibber McGee & Molly * 3-Plan
10:15	Elmer Davis	Face the Nation		The Great Gildersleeve 3 Plan *
10:30	The Assemblies of God "Revival Time"	John Derr Sports	Little Symphonies	Meet the Press
10:45		U N Report		
11:00	Moods in Melody	News	Winnipeg Sunday Concert	News From NBC
11:15 PM		Dance Orchestra		No Network Service

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of 5-6 p m Strip	No Network Service
6:15		No Service		
6:30	Budweiser Bill Stern			No Network Service
6:45	Co-op George Hicks	Delco Battries Lowell Thomas (199)		Sun Oil & Co-op 3-Star Extra (34)
7:00	Vandercook CIO	Tennessee Ernie S (121)	Co-op Fulton Lewis, jr.	Alex Drier Man on the Go Co-op
7:15	Co-op Quincy Howe		Dinner Date	No Network Service
7:30	Gen. Mills, Lone Ranger (153)		American Home Prod. Gabriel Heatter	Miles Labs News of World (166)
7:45	Les Griffith 7:55-8 S	Am Oil Ed. R. Murrow (89)	In the Mood	Toni Co. One Man's Family (182)
8:00	Just Easy Gregson	Mr. Keen	Top Secret Files *	Gen. Motors Henry J Taylor
8:15	News S	Amer Tob Edwards-News		
8:30	Voice of Firestone	Lever-Lipton Godfrey Talent Scouts (171) R	Co-op Broadway Cop	Best of All
8:45				
9:00	Music Tent	Liggett & Myers Perry Como (208)	Esso Reporter Footnotes to History	Bell Telephone Telephone Hour (185) R
9:15		Cons Cosmetics & Gen Fds J Crosby (206) R	Gil Houston Show	
9:30	Freedom Sings Concert	9:30-9:55 Amos 'n' Andy Music Hall Viceroy Cig. (206)	Reporters' Roundup	Cities Service Band of America (113) N
9:45	News 9:55-10	Robt. Trout, News Chevrolet (201)		
10:00	AFL Edw. Morgan News	Dance Orchestra	Dance Orchestra	Fibber McGee & Molly * 3-Plan
10:15	How To Fix It Co-op 10:15-25 News 10:25-30			The Great Gildersleeve 3-Plan *
10:30	Martha Lou Harp		Distinguished Artists Series	Wings for Tomorrow
10:45				
11:00	Songs by Dini	News	Mutual Reports The News	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of 5-6 p m Strip	No Network Service
6:15		No Service		
6:30	Budweiser Bill Stern			No Network Service
6:45	Co-op George Hicks	Delco Battries Lowell Thomas (199)		Sun Oil & Co-op 3-Star Extra (34)
7:00	Vandercook CIO	Tenn. Ernie (121)	Fulton Lewis, jr.	Alex Drier Man on the Go Co-op
7:15	Co-op Quincy Howe		In The Mood	No Network Service
7:30	Saga S		Banker's Life alt. wks. Gabriel Heatter	Miles Labs. News of World (168)
7:45	Les Griffith 7:55-8 S	Am Oil Ed. R. Murrow (89)	Coca-Cola Co. The Eddie Fisher Show (245)	One Man's Family
8:00	Jack Gregson	Suspense	Treasury Agent *	Toni alt with Paper Male People Are Funny
8:15	News S	News		
8:30		Disk Derby	Co-op John Steele Adventurer	Liggett & Myers Dragnet (197)
8:45	News S			
9:00	Sammy Kaye S	Rosemary Clooney S	Esso Reporter Footnotes to History	Lux Radio Theater
9:15	Chr. Sci. Pub. Co. Edwin D. Canham	Bing Crosby S	Gil Houston Show	
9:30	Platter Brains S	9:30-9:55 Amos 'n' Andy Music Hall	The Army Hour	
9:45	News 9:55-10	Robt. Trout, News Chevrolet (201)		
10:00	AFL Edw. Morgan News	Dance Orchestra	Musical Almanac	Fibber McGee & Molly * 3-Plan
10:15	How To Fix It Co-op 10:15-25 News 10:25-30			The Great Gildersleeve 3 Plan *
10:30	Take Thirty S		Dance Orchestra	Listen to Washington
10:45				
11:00	Singing with the Stars	News	Mutual Reports The News	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty

WEDN

	ABC	CBS
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (29)
6:15		No Service
6:30	Budweiser Bill Stern	
6:45	Co-op George Hicks	Delco Battries Lowell Thomas (199)
7:00	Vandercook CIO	Philip Morris Tenn. Ernie (183)
7:15	Co-op Quincy Howe	
7:30	Gen. Mills, Lone Ranger (153)	
7:45	Les Griffith 7:55-8 S	Am Oil Ed. R. Murrow (89)
8:00	Jack Gregson	Wrigley FBI in Peace & War (195) R
8:15	News S	Amer. Tobacco Edwards News
8:30		Disk Derby
8:45	News S	
9:00	Sammy Kaye	Liggett & Myers Perry Como (208)
9:15	News S	Cons Cosmetics General Foods Bing Crosby (206)
9:30	President's News Conference	Viceroy Cig. Amos 'n' Andy Music Hall (204)
9:45	News 9:55-10	Robt. Trout, News Chevrolet (201)
10:00	AFL Edw. Morgan News	Dance Orchestra
10:15	How To Fix It Co-op 10:15-25 News 10:25-30	
10:30	The Dunigans and Their Friends	
10:45	Town & Country Time	
11:00	Singing with the Stars	News
11:15 PM	Sports Report S	Dance Orchestra

DAY

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	9:00-9:05 ABC News	News S	Dr. Wyatt Wings of Healing (306)	World News Round-Up Co-op
9:15	Milton Cross	Music Room		Carnival of Books
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Ref. Church Back to God (268)	Faith in Action
9:45		Bob Trout Chevrolet		Art of Living
10:00	Message of Israel S	Church of Air S	Radio Bible Class (291)	National Radio Pulpit
10:15				
10:30	Negro College Choirs S		Voice of Prophecy (307)	Headlines In Perspective
10:45				
11:00	Sunday Melodies	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest (362)	News from NBC
11:15	Marines in Review		First Church How Christian Science Heals	Stars From Paris
11:30	The Christian In Action S	News* (5 min.) Invitation to Learning* S	Northwestern U. Review S	Pauline Frederick at the UN
11:45				TBA (last UN assignment 5-1)
12:00 N	Pan-American Union	The Leading Question	U. S. Marine Band	Music for Relaxation
12:15 PM				
12:30	The World Tomorrow Radio Church of God	Philadelphia Orchestra	Bill Cunningham Co-op	The Eternal Light
12:45			Co-op Merry Mailman	
1:00	Churches of Christ Herald of Truth (108)		Wings of Healing Global Frontiers	Anthology
1:15			First Church How Christian Science Heals	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	Breakfast Club 9-9:15 MWF S Tuesday Mutual of Omaha Thursday Realemon	Co-op News	Co-op Robt. Hurleigh	No Network Service
9:15		No Service	Easy Does It	
9:30	9:15-9:45 M-F Swift		Cook Chemical Cecil Brown Real News of the Morning	
9:45	9:45-10 MWF Chevrolet TuTh Quaker	Pet Milk Godfrey (199) R	Johnny Olsen Show	10-10:05 ** M.M.McBride
10:00	Sterling Drug Tu&Th (sust.) My True Story (212)	Campana Staley Godfrey (203) R	Co-op Cecil Brown	Doeskin Prods 10:05-10:15 N V Peale
10:15		Frigidaire-Bristol Myers Arthur Godfrey (206) R	Faith In Our Time	Joyce Jordan M.D.
10:30	Carnation M-F Whispering Streets (224)	Kellogg Minn. Mining (206) R	10:30 Kraft News	Doctor's Wife
10:45	When A Girl Marries (165) Seeman Bros MWF		10:35-11 Johnny Olsen Show	Miles Labs Break the Bank
11:00	Companion S	Toni Lever Godfrey (205) R	Florida Calling With Tom Moore	C-P Strike It Rich (179)
11:15	Paging The New S	Pillsbury & Toni all Fri (205) Pillsbury M-Th	Kraft News	
11:30	Albert L Warner News S	Contnl. Baking Make Up Your Mind (56)	Sleep-Eze Co Queen for a Day (551)	C-P The Phrase that Pays (183)
11:45	Your Neighbors Voice S	Second Husband S	11:45-12 P. Lorillard	Second Chance * 3-Plan
12:00 N	Valentino	GF on TuTh P&G Wendy Warren (190)	Down at Holmesy's	No Network Service
12:15 PM	Luncheon at the Sheraton N. Y. Day by Day	P&G Ivory Snow Rosemary (101)	Kraft News 12:15-12:20	
12:30	No Network Service	Toni MWF Whitehall M-F Helen Trent (189)	12:20-12:30 Down at Holmesy's	
12:45		Whitehall-P&G Our Gal Sunday (183)	12:30-1 No Service	
1:00	Co-op Paul Harvey	P&G Ivory Road of Life (138)	Co-op Cedric Foster	
1:15	Co-op Ted Malone	P&G Oxydol Ma Perkins (162)	Mutual Music Box	

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Co-op No School Today	Co-op News	No Network Service	
9:15		No Service		
9:30		St. Louis Melodies		Serenade to Romance
9:45		Ferry Morse Garden Gate (204)		
10:00	(10-10:30) Table Products, Inc.	News Gen Fds (189) Galen Drake		10-10:05 ** M.M.McBride
10:15		Galen Drake S		Serenade to Romance
10:30	Co-op No School Today	10:30-45 Animal Fdtn Galen Drake (74) S	American Travel Guide	
10:45		News* (5 min.)	Conference Call	
11:00	11-11:05 ABC News*		Lucky Pierre Show	Roadshow
11:15	Half Pint Panel S	Milner 11:40-Noon Robt Q Lewis (185)		
11:30	All-League Clubhouse S		Philco Corp Phonorama Time 11:55 Young Living	
11:45				
12:00 N	101 Ranch Boys S	News 12-12:30 Romance S	I Ask You	Allis-Chalmers National Farm & Home Hour (Eastern Stand Stations Only)
12:15 PM				
12:30	American Farmer S	Liggett & Myers Gunsmoke (203)	Tex Fletcher's Wagon Train	Peewee King Show
12:45				
1:00	Navy Hour S	City Hospital	Fifth Army Band	Dude Ranch Jamboree (Eastern Sta's) Chalmers Home Hour (Central Sta's)
1:15				

	ABC
1:30 PM	Pilgrimage
1:45	
2:00	Healing Waters Inc. Dr. Oral Roberts
2:15	
2:30	Dr. Wyatt Wings of Healing
2:45	
3:00	U.S. Air Force Show S
3:15	
3:30	Dr. Billy Graham Hour of Decision (229)
3:45	
4:00	
4:15	Gospel Bcstg. Co. Old-Fashioned Revival Hr. (242)
4:30	
4:45	
5:00	The Evening Comes S
5:15	
5:30	Goodyear Greatest Story Ever Told
5:45 PM	

Time	(Wednesday) MBS	(Wednesday) NBC	Thursday ABC	Thursday CBS	Thursday MBS	Thursday NBC	Friday ABC	Friday CBS	Friday MBS	Friday NBC	Saturday ABC	Saturday CBS	Saturday MBS	Saturday NBC
6:00 PM	Repeat of 5-6 p m Strip	No Network Service	Not in Service	Metro.Life Ins. Allan Jackson (29)	Repeat of 5-6 p m Strip	No Network Service	Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of 5-6 p m Strip	No Network Service	Pan American Union	Lou Cioffi News	John Flynn	George Hicks News
6:15				No Service				No Service				Sports Roundup	World Traveler	H. V. Kaltenborn News Co-op
6:30		No Network Service	Budweiser Bill Stern			No Network Service	Budweiser Bill Stern			No network Service	Co-op Bob Finnegan Sports	Capitol Cloakroom	Report From Washington	The Kingdom Come
6:45		Sun Oil & Co-op 3-Star Extra (34)	Co-op George Hicks	Delco Battries Lowell Thomas (199)		Sun Oil & Co-op 3-Star Extra (34)	Co-op George Hicks	Delco Battries Lowell Thomas (199)		Sun Oil Co-op 3-Star Extra (34)	Co-op Sports Afield With Bob Edge		Basil Heatter	
7:00	...lton Lewis,jr	Alex Drier Man on the Go Co-op	Vandercook CIO	Campana Philip Morris Tenn. Ernie (184)	Fulton Lewis jr.	Alex Drier Man on the Go Co-op	Vandercook CIO	Philip Morris Campana (start 5-20) Harrison Prods Tenn. Ernie (204)	Fulton Lewis jr.	Alex Drier Man on the Go Co-op	At Ease	Gen. Mtrs., News / Make Way for Youth	Pop The Question	NBC Travel Bur. / Heart of the News
7:15	...The Mood	No Network Service	Co-op Quincy Howe		Dinner Date	No Network Service	Co-op Quincy Howe		Co-op Men's Corner	No Network Service	Overseas Assignment			
7:30	...mer. Home Prod. ...briel Heatter	Miles Labs News of World (158)	Saga S		Gabriel Heatter	Miles Labs News of World (168)	Gen. Mills, Lone Ranger (153)		Amer. Home Gabriel Heatter	Miles Labs News of World (168)	As We See It S	Gangbusters	Have A Heart	College Quiz Bowl
7:45	...urton-Dixie Corp Paul-M. Ford	One Man's Family	Les Griffith 7:55-8 S	Am Oil Ed. R. Murrow (89)	Coca-Cola Co. Eddie Fisher Show	Toni Co. One Man's Family (182)	Les Griffith 7:55-8 S	Am Oil Ed. R. Murrow (89)	Burton-Dixie Corp L. Paul-M Ford	One Man's Family	This Week In Washington S			
8:00	True Detective Mysteries	Chevrolet Dinah Shore	Jack Gregson	8-8:25 The Whistler	Official Detective *	Dodge Bros. Roy Rogers Family Program (200)	Jack Gregson	8-8:25 Bristol-Myers Godfrey Digest (200)	Counterspy *	Chevrolet Dinah Shore	8:00-8:05 ABC News / Dancing Party S	Liggett & Myers Gunsmoke (213)	Co-op True or False	Conversation
8:15		Toni Frank Sinatra Show / Brown & Williams News	News S	Amer Tobacco Edwards News			News S			Toni Frank Sinatra Show				
8:30	Co-op Sentenced	TBA		Disk Derby	Co-op Crime Fighters	Dr. Six-Sun		Edwards News	Co-op Take a Number	Friday With Garroway		Juke Box Jury	Quaker City Capers	Boston Pops Concert
8:45			News S			Brown & Wm'son News	News S	Disk Derby						
9:00	...sso Reporter Footnotes to History	DeSoto Plymouth Dealers, You Bet Your Life (191)	Sammy Kaye	Campana Rosemary Clooney (203)	Esso Reporter Footnotes to History	Barrie Craig Confidential Investigator	Sammy Kaye	Liggett & Myers Perry Como (208)	Esso Reporter Footnotes to History			P. Lorillard Two For The Money (209)	Hawaii Calls	All Star Parade of Bands
9:15	Gil Houston Show		News S	Bing Crosby S	Gil Houston Show		News S	Bing Crosby	Gil Houston Show					
9:30	CBC Symphony Orchestra	Truth or Consequences	Rhythm On Parade S	Amos 'n' Andy Music Hall	State of the Nation	Penitentiary	Notes and Notations S	9:30-9:55 Amos 'n' Andy Music Hall Viceroy (202)	Heart Beat of Industry			Saturday Night Country Style	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (93)
9:45		News from NBC	News 9:55-10	Robt Trout, News Chevrolet (201)		News from NBC	News 9:55-10	Robt. Trout, News Chevrolet (201)				Chevrolet News A. Jackson (188)		
10:00		Fibber McGee & Molly * 3-Plan	AFL Edw. Morgan News		Musical Caravan	Fibber McGee & Molly * 3-Plan	AFL Edw. Morgan News	Dance Orchestra	Family Theatre	Gillette Fights	Ozark Jubilee	Saturday Night Country Style	Chicago Theatre of the Air S	Tex Williams Show
10:15		The Great Gildersleeve 3-Plan *	How To Fix It Co-op 10:15-25 / News 10:25-30	Dance Orchestra		The Great Gildersleeve 3-Plan *	How To Fix It Co-op 10:15-25 / News 10:25-30							
10:30	Dance Orchestra	Keys to the Capital	Front & Center		Dance Orchestra	Jane Pickens Show	Indoors Unlimited		Dance Orchestra	Sports Highlights	Music	Dance Orchestra		Town Hall Party
10:45														
11:00	...utual Reports The News	No Network Service	Singing with the Stars	News	Mutual Reports The News	No Network Service	Songs By Oini	News	Mutual Reports The News	No Network Service	Statler Orchestra	News	Basil Heatter Commentary	News from NBC
11:15 PM	U N Radio Review	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty	Sports Report	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty		Dance Orchestra	Airmen of Note	No Network Service

IME

SUNDAY

CBS
- Chevrolet News (183) 1:35-45 Wash. Week
- Foreign Affairs
- Guy Lombardo Time
- New York Philharmonic
- ...ews* (5 min.)
- On A Sunday Afternoon
- ...lews* (5 min.)
- On A Sunday Afternoon
- Bob Trout ...hevrolet (188)

MBS
- Lutheran Hour (479)
- (approx 2-4:30) Gillette Co Warmup
- Gillette Safety Razor Co Game of the Day
- R J Reynolds Tobacco Co Camel Scoreboard
- Nick Carter
- Natl. Biscuit Adventures of Rin Tin Tin
- The Masquerader

NBC
- U. of Chicago Roundtable
- The Catholic Hour
- Youth Wants to Know
- Weekend
- Weekend-RCA May 1 thru May 29
- TBA (last 'Inheritance 5-1)
- TBA

MONDAY - FRIDAY

ABC
- Closed Circuit
- No Network Service
- Myerson Alm Tintex S
- Betty Crocker M-W-F / Seeman Bros. Sheilah Graham T&Th
- The Martin Block Show 2:35-4
- Latin Quarter Matinee
- Betty Crocker M-W-F / T&Th Dorese Belc
- Treasury Bandstand 4:30-5
- Musical Express M-F
- The Fred Beck Show S
- Gloria Parker
- Vincent Lopez

CBS
- P&G Crisco Dr. Malone (153)
- P&G Duz Guiding Light (128)
- Armour Mrs. Burton (195)
- P&G Tide Perry Mason (163)
- Toni & Bristol Myers Nora Drake (201)
- P&G Ivory Fl. Brighter Day (166)
- Hilltop House S
- Lever, Kellogg Houseparty * (183) R
- Pillsbury MTh House Party Hawaiian Fri. (198) R*
- No Service
- 4:55-5 News
- No Service

MBS
- Ted Steele Show
- (approx 2-4:30) Warmup S
- Jackson Brewing Co Game of the Day
- R J Reynolds Tobacco Co Camel Scoreboard
- Bruce & Dan
- Tex Fletcher's Wagon Train
- MWF B. Benson TuTh Q. Oats Co. Sgt. Preston of the Yukon
- Bobby Benson
- America's Bsness
- General Tire Sports Time
- Kraft News

NBC
- Co-op Pauline Frederic Reporting
- No Network Service
- News
- Woman In Love
- P&G Pepper Young (166)
- P&G Right to Happiness (183)
- P&G Backstage Wife (175)
- Sterling MWF Toni Tu-Th Stella Dallas (162)
- Sterling M-W-F Toni (Tu-Th) Widder Brown (162)
- P&G Woman in My House (188)
- Miles Labs Just Plain Bill
- C-P Lorenzo Jones (191)
- Mr. Jolly's Hotel for Pets Coast Fisheries T-Th Sustaining
- It Pays to Be Married * 3-Plan

SATURDAY

ABC
- Vincent Lopez Show S
- Festival S
- Pop Concert S
- Co-op Feature Horse Races
- Band Concert Promenade S
- Dinner at the Green Room S

CBS
- Stan Dougherty Presents
- Dance Orchestra
- Teddy Wilson Show
- String Serenade
- Treasury Band-stand
- Adventures In Science
- Richard Hayes
- News
- Saturday at the Chase

MBS
- Ruby Mercer Show
- (approx 2:00) Warmup S
- Jackson Brewing Co Game of the Day
- R J Reynolds Camel Scoreboard
- Bandstand U S A
- Teenagers U S A
- John Price, News

NBC
- Roadshow RCA 3:30-4 (May 7 thru 28)

April 25, 1955

Explanation: Listings in order: Sponsor, name of program, number of stations; R repeat; S sustaining; TBA to be announced. Time EDT

ABC—2:30-2:35 p.m., 4:25-4:30 p.m., MWF Betty Crocker, Gen. Mills (319)
7:55-8 p.m., Les Griffith & The News. (332). Weekend news now sponsored by Texas Company. In each of four time zones, 13 times on Sat., 11 times on Sun.

CBS—
8:55-9 a.m. Sun. Gen. Fds.—Galen Drake (111)
11:30-11:35 a.m. Sun. Lou Cioffi—News (S)
3:15-3:30 p.m. MWF Lever—Houseparty 180
3:15-3:30 p.m., Tu.-Th., Kellogg—& Houseparty 191
3:30-45 p.m., Dole—Houseparty 171
3:30-3:45 p.m. M-Th Pillsbury—Houseparty 191
Longines-Wittnauer Watch Co.
Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.
Doug Edwards—Pall Mall Wed.-Th. Fri. 8:25-30 p.m.
G. Drake—Tasti Diet Sat. 1:25-30 p.m., 203 Sta.
Arthur Godfrey Time
10-10:15 a.m., Pet Milk Co.—M.-F. alt. days; Lewis Howe—alt. Tu., Wed. & ea. 4th Fri.; Mutual of Omaha—alt. Mon., Thur. & ea. 4th Fri.
10:15-30 a.m., Campana Sales Co.—M.-Thur. alt. days; Staley Mfg. Co.—M.-Thur. alt. days; Bristol-Myers—alt. Fri.; Glamorene—alt. Fri.
10:30-45 a.m., General Motors—Tu.-Th.; Minn. Mining—ea. Mon. & ea. 4th Fri.; Corn Products—ea. Wed. & ea. 4th Fri.; Staley Mfg.—alt. Fri.
10:45-11 a.m., Bristol-Myers—M., W. alt. F.; Kellogg—Tu.-Th.; Campana—alt. F.
11-11:15 a.m., Lever—M., W. alt. F.; Toni—Tu.-Th.; Kellogg—alt. F.
11:15-30 a.m., Pillsbury—M.-Th.; Toni—alt. Fri.; Gen. Motors—alt. Fri.
General Motors Corp. Chevrolet Div., Newscasts
Robert Trout & the News, Sun 9:55-10 a.m.; Sun. 1:30-35 p.m.; Sun 5:55-6 p.m.; Mon.-Fri. 9:55.
Allan Jackson News, Sat. 1:25-30 p.m.; Sat. 5:30-35 p.m.; Sat. 7-7:05 p.m.; Sat. 9:55-10 p.m.
Amos 'n' Andy Music Hall
Brown & Williamson, M. W., Ted Bates

MBS—
Mon.-Fri. 8:00-8:30 p.m. Programs—Multi-Message Plan Participants—MWF: R. J. Reynolds Tob. Co.—M.-F.; Pearson Pharmacal—M.-F.; Sleep-Eze Co.—F.; Curtis Candy Co.—W.
Multi-Message

NBC—
* THREE PLAN PROGRAMS:
Second Chance—RCA: Tuesdays & Thursdays.
It Pays To Be Married—Curtis: Tuesdays.
Fibber McGee & Molly—Prudential: Sun. thru Thur.; Viceroy: Tue.
Great Gildersleeve—Crowell-Collier: Mon. (May 2, 16 & 30); Tue. (May 3, 17 & 31); Wed. (May 4 & 18); Thu. (May 12 & 26); RCA: Wed. & Thu.
** Mary Margaret McBride: M. & Tu.: Q-Tips; Wed.: Calgon; Thu. & Fri.: Gen. Foods; Sat.: D'Con.

Lemmon decided that the success of commercial radio in the U. S. warranted its expansion on an international scale and late in 1950 the station's facilities were tentatively offered to American concerns interested in reaching listeners abroad. Many of these broadcasts are in English, such as *American Business Bulletins,* broadcast at the close of each business day and sponsored by Merrill Lynch, Pierce, Fenner & Beane (brokers), with Royal Typewriter, International Standard Electronics and, just added, Worthington Corp. as co-sponsors. Incidentally, these market reports are rebroadcast by stations in the Virgin Islands, Bermuda and Trinidad.

The idea of a Latin American network, making available through local rebroadcasts programs hitherto accessible only to owners of shortwave sets, was natural sequence and the WRUL Interamerican Network got underway last year, with Texas Oil Co. as its first client, sponsoring Spanish summaries of the World Series baseball games. Newest client is Westinghouse Electric Corp., which is sponsoring a weekly news roundup rebroadcast by the Union Radio Network in Cuba, in a 13-week spring campaign for its refrigerators.

WRUL Interamerican Network comprises 16 stations in Colombia, 14 in Venezuela, 11 in Cuba, nine in Central America, three in Puerto Rico and one in the Dominican Republic, reaching an estimated aggregate of 2,653,500 listeners on an average evening. Cost of a quarter-hour on the full network, at the 13-time rate, is $795.40, including $175 for the general Latin American shortwave coverage of WRUL itself. Eight Mexican stations can be added for an additional $134.08 for the 15-minute program. Cost of the network averages about 33 cents per thousand listeners, Mr. Lemmon estimated.

Commercial fees from advertisers are divided roughly 55% to the stations and 45% to the network, which makes its profit from the overall volume, Mr. Lemmon said. Sustaining program service is supplied without charge to affiliates, who are permitted to sell to local advertisers programs not sponsored on the network. Even then they make no payment to WRUL, but they are asked to devote 15% of their receipts from such sales to local advertising of the network and its programs. If a program is sponsored on part of the network, stations carrying it sustaining may sell it locally, but they must first get the permission of the network client.

The advertising set-up of the network is extremely flexible, Mr. Lemmon said, with advertisers able to buy any countries or combination of markets desired. If an advertiser wishes to localize his commercials, a cue signal can be broadcast for local announcements to be cut into the network program, he said.

Success of the Spanish-language network has led to plans for a Portugese network in Brazil, Mr. Lemmon reported, noting that this is still in the formative stage.

THE CORNER GROCER TURNS TO RADIO

TO MEET COMPETITION FROM THE BIG CHAIN STORES



GROCERS promote the WGIL show with "stuffers" put in with the customer's order.

CONFRONTED with the prospect, because of chain-store competition, of either adapting or dying, seven independent grocery retailers in Galesburg, Ill. (pop. 31,000), have banded together to stay alive and have used WGIL (1400 kc; 250 w) there to promote their mechandise and services.

The retailers, under the leadership of a Galesburg food wholesaler, W. A. Jordan Co., joined the Red & White Corp., an "international voluntary grocery group of independent wholesalers (163) and sub-licensed independent food retailers (7,000) who, together with leading food manufacturers, work toward a common purpose of moving merchandise to the consumer at a low cost." All aspects of retailing, including advertising, are handled cooperatively.

When the group first began operating, only small newspaper ads were used because of the limited funds the wholesaler-retailer combine could afford. As ad space grew and reached a position of page dominance, radio was seriously examined.

One of the Galesburg R&W stores made an independent purchase of spot time on WGIL. Results of this test buy caused the store manager to suggest radio's use on a cooperative basis. Roger Hoffman, WGIL sales manager, contacted the Red & White Galesburg operators individually, explaining to them radio's use and the fact that they could be as big in radio as was the largest chain food advertiser there, and with all the advantages of personal selling and store identification.

Mr. Hoffman assured himself that the grocers involved were interested in exploring radio and then he and Station Manager Robert W. Frudeger made a presentation, including a half-hour taped show, to the group's weekly meeting.

Fashion notes, listener-donated recipes, do-it-yourself ideas, child care hints, menus, reading suggestions, household timesavers, and folksy community news not normally carried on WGIL's regular news programs were crammed into the program.

Also, every day one special item selected by the Jordan Co. was to be promoted. The item was to be sold to the grocery below wholesale cost and the price was established by the wholesaler. It was to be as hot a "leader" as any that could be offered by chain competition.

WGIL suggested the 10:30-11 a.m. spot to reach the maximum number of homemakers. The group bought six half-hours a week for 52 weeks. Cost of the buy was $400 a month which, split between the stores and the wholesaler, meant an average expenditure of $10 per week per store. Store owners were relieved of the responsibilities and time consuming details of advertising problems since all copy was handled by WGIL and R&W's advertising manager.

Grocers reported an immediate increase in new customers. After several months, stores reported increases in sales on Monday, Tuesday and Wednesday—the days when only radio was used—ranging as high as 30%. One store which used a frozen food plan as an individual promotion in its announcement, reported selling 280 pounds of beef and 150 packages of frozen foods in an afternoon. The grocer directly attributed many of these sales to radio since the customers had commented on the broadcast.

A continuing study of the successful selling of items advertised on the air was instituted and the Jordan firm also surveyed its suppliers to determine how many cooperative dollars were available to help defray still further the cost of the series. By this means the cost was considerably lowered. In the selection for distribution of brands other than Red & White the question of the number of radio cooperative dollars available is part of the basis used in making such determinations.

Robert E. Jordan, R&W advertising manager, commended WGIL for its efforts in making the cooperative group's campaign a success and pointed the way for other small retailers caught in a similar highly-competitive area: "The addition of a daily half-hour radio show to our Red & White advertising schedule is a tremendous step forward for an independent group of retail grocers. It is a step that none of our stores could have made individually on such a scale, but was done with comparative ease by the group as a whole.

"It makes it possible for Red & White to reach more people at more times than ever before. It has given them a complete advertising program, one of which each store may be proud. We are sure this medium . . . will bring a greater volume of sales to each participating store."

THE TIME: SUNDAY, APRIL 24

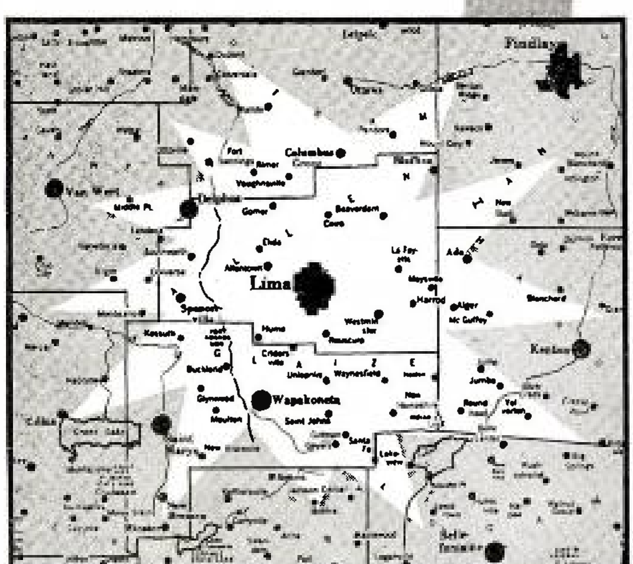
THE PLACE: LIMA, OHIO

THE EVENT:

WIMA-TV

CHANNEL 35

GOES ON THE AIR!



Replacing WLOK-TV, Station WIMA-TV will be Lima's ONLY Television Station. With a new transmitter, new antenna, a lower channel, new call letters, WIMA-TV will give Limaland, northwestern Ohio's richest market, with more than 76,000 sets in use, *the finest in TV!*

Now Limaland will look to
***WIMA-TV** for:* A BETTER PICTURE
FINER PROGRAMMING
GREATER POWER

. . . and get it!

For full facts on the Multi-Million dollar Limaland market and availabilities on WIMA-TV see your

H-R TELEVISION MAN

WIMA-TV NBC ABC CBS DUMONT
IN LIMA, OHIO

Transmitter and Directional Antenna Systems," A. Prose Walker, NARTB engineering manager.

9:50-10:15 a.m.—"Automatic Programming Systems," Phillip Smaller, Ampex Corp. research engineer.

10:15-40 a.m.—"Improvements in Broadcast Audio Equipment Design," Norbert L. Jochem, Gates Radio Co. engineering director.

10:40-11:05 a.m.—"A Transistorized Remote Amplifier," Paul G. Wulfsberg, Collins Radio Co. assistant engineering and research director.

11:05-11:30 a.m.—(Not yet scheduled.)

11:30-11:55 a.m.—"Tape and Disc Recording —How to Do It," Thomas J. Merson, Audio-Video Recording Co. vice president.

11:55 a.m.-12:20 p.m.—"The Engineer—The Builder," Everett S. Lee, General Electric Co. technical public relations manager.

Afternoon

2:30-55 p.m.—Presiding: (Not yet scheduled.)

2:55-3:20 p.m.—"Acoustics Measurements and Studio Redesign," Dr. Leo L. Beranek, Bolt, Beranek & Newman Inc. president.

3:20-45 p.m.—"The Operation and Ecomonics of Phase to Amplitude Modulation in Am Broadcast Transmitters," Charles J. Starner, RCA broadcast transmitter section design engineer.

Workshop Sessions

3:45-5:30 p.m.—

1. "Fm Broadcasting — Growing Pains and Expansion Strains," A. Prose Walker, NARTB engineering director, moderator; John H. Bose, Columbia U. Electronics Research Lab staff engineer; William Halstead, Multiplex Development Corp. president; Stanley Joseloff, Storecast Corp. of America president; Ross Beville, WWDC Washington, D. C., chief engineer.

2. "Will FCC Bandwidth Proposals Increase Your Operating Costs?" Robert E. L. Kennedy, Kear & Kennedy, consulting engineers, moderator; Ernest W. Pappenfus, Collins Radio Co. assistant engineering and research director; James O. Weldon, Continental Electronics Mfg. Co. president; A. Earl Cullum Jr., consulting radio engineer; Fred Damm, Gates Radio Co. transmitter design engineer; Harold G. Towlson, GE's broadcast transmitter engineering manager; John E. Young, RCA broadcast transmitter section manager; Ralph N. Harmon, Westinghouse Broadcasting Co. engineering vice president.

Evening

Government Evening. Special projects exhibit will honor officials of government agencies (legislative, executive, judicial). (Shoreham.)

Thursday, May 26

Television Day

Management Conference

Morning

(Shoreham)

8 a.m.—Breakfast—Employer-Employe Relations Labor Relations Discussion.

10 a.m.—Celebration of 10th anniversary.

Presiding: Clair R. McCollough, Steinman Stations, co-chairman of Convention Committee.

12:15 p.m.—Adjourn for luncheon.

12:30 p.m.—Luncheon (Sheraton Park).

Presiding: Clair R. McCollough.

Address: Dr. Norman Vincent Peale, prominent clergyman-broadcaster.

Afternoon

2-5 p.m.—Activities of Television Bureau of Advertising not yet scheduled.

7 p.m.—Annual banquet. 1955 convention adjourns. (Shoreham.)



PARTICIPANTS in a two-day meeting of Southern California broadcasters and civil defense officials at Hamilton AF Base, Calif., to discuss commercial radio's function in civil defense, also were given orientation flights in jet aircraft to familiarize them with the activities of the Western Air Defense Force. Back on terra firma are (l to r): (top) William J. Beaton, general manager, KWKW Pasadena; Norman J. Ostby, vice president, Don Lee Broadcasting System, Hollywood; (middle row) Jim Damon, operations director, KRCA (TV) Hollywood; Frank W. Crane, managing director, Southern California Broadcasters Assn.; (bottom) Theodore Smith, Pasadena City CD director; Dave Showalter, public affairs director, and Maurie Webster, operations director, both Columbia Pacific Radio Network, Hollywood, and Howard Earl, L. A. County CD director. On airplane wing is Maj. Robert J. Cahill, chief of flight section, Western Air Defense Force.

Engineering Conference

Morning

9-9:20 a.m.—Presiding: Glenn C. Boundy, Storer Broadcasting Co. engineering director.

9:20-45 a.m.—"Advancements in Color Film and Slide Programming," Fred F. Bartlett, Philco Corp. broadcast products headquarters supervisor of sales engineers.

9:45-10:10 a.m.—"The Conversion of Iconoscopic Chains to Vidicon Operation," Joseph W. Belcher, General Precision Labs.

10:10-35 a.m. — "General Characteristics of Color and Tv Displays," Bernard D. Loughlin, Hazeltine Corp. consulting engineer.

10:35-11:00 a.m.—"Network Transmission of Monochrome and Color Tv," James R. Rae, AT&T Co. general methods engineer.

11-11:25 a.m.—"A CBS-TV Color Studio," Robert B. Monroe, CBS-TV senior projects engineer.

11:25-50 a.m. — "The Integration of Color Equipment and Existing Monochrome Installation," Anthony H. Lind, RCA broadcast audio and tv projector engineering manager; Lannes E. Anderson, RCA tv systems engineer, and Nils J. Oman, RCA broadcast transmitter section development engineer.

Workshop Session

11:50 a.m.-12:15 p.m.—"Design, Construction and Operation of Tv Boosters and Satellites," T. A. M. Craven of Craven, Lohnes & Culver, consultants, moderator.

1. "Design Problems," Dr. George H. Brown, RCA System Research Lab director.
2. "Construction," Benjamin Adler, Adler Communications Labs owner.
3. "Operations," Eugene E. Overmeir, Sylvania Electric Products commercial engineering department manager.

Afternoon Session

2:30-50 p.m.—Presiding: James H. Middlebrooks, KING-TV Seattle engineering director.

2:50-3:30 p.m.—"A Review of Color Encoding Principles," Robert Deichert, Allen B. Dumont Labs Research Dept.'s C. R. L. color department.

3:30-4:10 p.m.—"Achieving One-Megawatt ERP at UHF," Frank J. Bias, GE uhf transmitter engineering supervisor.

4:10-4:50 p.m.—"Consideration of Microwave Installations," Richard C. McLaughlin, Raytheon Mfg. Co. assistant communications products planning manager.

4:50-5:30 p.m.—"A Low Power Tv Station for $50,000," F. Dan Meadows, Dage Tv Div. general sales manager, Thompson Products.

5:30 p.m.—Broadcast engineering conference adjourns.

Ackerley Named President Of Nebraska Broadcasters

NEBRASKA Broadcaster's Assn., meeting in Norfolk, Neb., last week elected Gene Ackerley, KCOW Alliance general manager, as president. Other officers named were: Virgil Sharpe, KOWH Omaha, vice president; C. Gordon Pentz, KWBE Beatrice, secretary-treasurer; Dick Chapin, KFOR Lincoln, Dave Young, KSID Sidney, and L. L. Hilliard, KOLT Scottsbluff, directors for radio, and James Ebel, KOLN-TV Lincoln, director for television.



MR. ACKERLEY

Bill McDonald, KFAB Omaha, was chosen Nebraska Network coordinator and Frank Fogarty was elected NARTB representative.

The association adopted resolutions favoring a nationally-coordinated Daylight Saving Time schedule and the establishment of an association personnel placement clearing center.

little BOATS... BIG SHIPS...

The BETTER THINGS are San Francisco's



Californians, Inc.

Fisherman's Wharf, dining mecca of residents and tourists alike, anchorage of a fleet which contributes millions annually to the area's wealth.

Prophetic indeed was General John C. Fremont who, in 1846, gave the Golden Gate its name. Increasingly through the years it has meant wealth to the San Francisco area . . . a sturdy, dependable wealth that demands the "better things" for all walks of life, from fisherman to ship owner, including, of course . . .

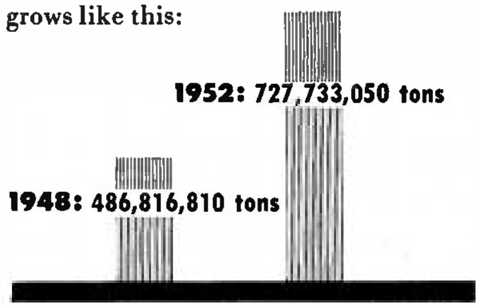
THE BETTER THINGS THEY SEE ON KPIX CBS-TV

With full CBS programming and the areas favorite local productions, KPIX is a natural choice of buyers who make the best use of their appropriations. Your Katz man can give you detailed reasons why.



Californians, Inc.

Liners, freighters, pass under the Golden Gate Bridge, continually building the San Francisco area's world trade which grows like this:



kpix CHANNEL 5

SAN FRANCISCO, CALIFORNIA

Affiliated with CBS Television Network

Represented by the Katz Agency

WESTINGHOUSE BROADCASTING COMPANY, INC.

WBZ-WBZA • WBZ-TV, *Boston*
KYW • WPTZ, *Philadelphia*
KDKA • KDKA-TV, *Pittsburgh*
WOWO, *Fort Wayne*
KEX, *Portland*
Represented by Free & Peters, Inc.
KPIX, *San Francisco*
Represented by The Katz Agency

BT-2



KANSAS Assn. of Radio Broadcasters, meeting in Salina last week, elected these new officers (l to r): center, Bob Wells, KIUL Garden City, president, and Bob Schmidt, KAYS Hays, vice president; back row, Paul Buenning, KARE Atchison, director; Arden Booth, KLWN Lawrence, secretary-treasurer; Archie Taylor, KANS Wichita, director; Ed Mason, KXXX Colby, director, and Leon Salathiel, KSCB Liberal, director.

HUTCHINS TELLS ASNE: DON'T EMULATE RADIO-TV

No other medium can enlighten the people like a newspaper, head of Fund for the Republic says, adding they should leave entertaining to tv.

NEWSPAPER editors were given a dressing down last week by Dr. Robert M. Hutchins, chairman of the Fund for the Republic, who also said television and radio are "unlikely to be in the same class with a well-run newspaper in telling what is happening and what it means."

He further said tv and radio are "controlled by a governmental agency [FCC], and one that does not inspire much confidence today."

Mr. Hutchins last Thursday addressed the 1955 convention of the American Society of Newspaper Editors in Washington's Hotel Statler and lashed out at certain current newspaper practices, among them the "one-party press," "monopoly" and watching "the erosion of freedom without a twinge."

He said the purpose of a newspaper and the justification for the privileges of the press is the "enlightenment of the people about their current affairs." He further stated, "No other medium of communication can compete with the newspaper in the performance of this task."

Newspapers, he declared, should leave to others the responsibility of entertaining the public. "If you are worried about who is going to discharge that responsibility, read the March 21 issue of *Newsweek*, which says television is abandoning *Johns Hopkins Science Review*, *Princeton '55* and *The Search*. These programs have won many honors and audiences that look large to people who do not work in advertising agencies."

He said that reading may turn out to be an "anachronism." "One glance at the children making for the television set on their return from school is enough to show that this is a different world."

"I do not believe," he continued, "that newspapers can do what comic books, picture magazines, motion pictures and television can do in glorious Technicolor." He then asked "Since they can do this kind of thing better, why should you do it at all?"

Theatre Tv Needs Standards, Halpern Tells SMPTE Meet

ESTABLISHMENT of "quality standards" in closed circuit theatre television on behalf of all participants has become a "necessity," Nathan L. Halpern, president of Theatre Network Television Inc., told the 77th semi-annual convention of the Society of Motion Picture & Television Engineers in Chicago last week.

Mr. Halpern urged SMPTE to lend a helping hand in aiding the industry to set up proper standards. He appealed for "know-how, judgment and experience" similar to that exercised in the commercial broadcast tv field. TNT currently operates with large-screen projectors in over 40 large cities.

Mr. Halpern addressed a general tv session of the convention at the Drake Hotel Wednesday evening.

At the same session Donald G. Fink, research director at Philco Corp., called on engineers to assert the leadership of commercial television in the color field as against the competition offered by motion pictures.

Also appearing on the convention agenda during the week were Spencer G. Allen, news director of WGN-AM-TV Chicago, who traced the news coverage of the *Chicago Tribune* outlets since 1948; Reid H. Ray, president of Reid H. Ray Film Industries, who discussed production techniques, and Phillip B. Laeser, WTMJ-TV Milwaukee, who talked on color tv equipment. WTMJ-TV was a pioneer in color telecasting.

TvB Adds Free & Peters

ADDITION of Free & Peters, station representative firm, to its membership rolls was announced last week by Television Advertising Bureau, bringing the total membership of station representatives to four. TvB's membership also includes 125 stations and one network (CBS-TV).

N. Y. Broadcasters Survey Year's Work

TALLY SHEET on an active legislative year in New York State was presented to broadcasters at a meeting Monday in Utica, N. Y.

Michael R. Hanna, WHCU Ithaca, president of the New York State Assn. of Radio & Television Broadcasters, reported on the legislative activity, noting that the association was instrumental in obtaining passage of a new libel bill and in helping block a proposal that would have made the broadcaster liable for "bait-switch" advertising.

The special NYSARTB session was held at the Hotel Utica after a regularly scheduled BMI clinic.

The bait-switch bill would have made it a misdemeanor for a station to carry bait-switch advertising. This proposal passed the assembly and went to the State Senate where, although reported out, it was delayed in passage.

The bill to relieve broadcasters of liability for defamatory remarks made in broadcasts by qualified political candidates [B•T, April 11] still awaits Gov. Averell Harriman's signature.

Still another bait-switch measure, which failed to pass the State Senate although approved by the assembly, would have given the State Attorney General the power to admonish broadcasters for airing advertising alleged to be fraudulent.

Also killed in the legislature was a series of bills which would have appropriated state funds for educational tv experimentation. Another proposal which died in the Jan. 5 to April 2 session was a bill that would have set up a temporary state commission to study radio-tv programs.

Mr. Hanna reported that the state association now has 76 stations in its membership and hopes to reach 100 stations before the end of the year.

Strubling Named Chairman Of AAAA Eastern Region

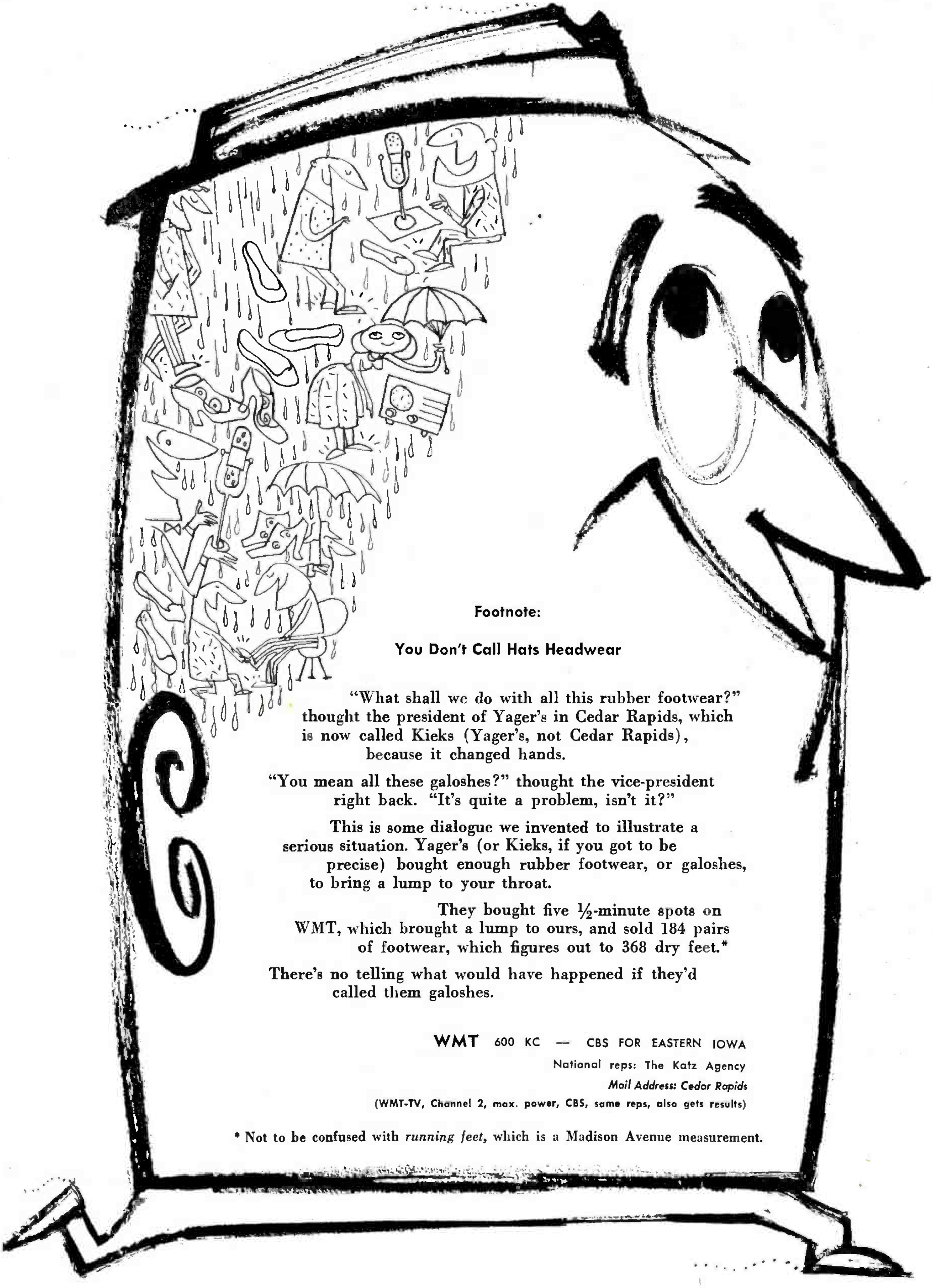
JOHN K. STRUBLING Jr., vice chairman of the board of Compton Adv., New York, has been elevated from vice chairman to chairman of the Eastern Region of the American Assn. of Adv. Agencies.

Other new officers are William Resor of J. Walter Thompson Co., New York, vice chairman, and Aaron Sussman of Sussman & Sugar, New York, secretary-treasurer.

The new board of directors includes the officers, plus the following: George B. Barnard of Aitken-Kynett Co., Phila., *ex-officio* member, representing the Philadelphia Council; Robert E. Daiger of Van Sant, Dugdale & Co., Baltimore, *ex-officio*, representing the Chesapeake Council; Thomas F. Harrington of Ted Bates & Co., New York; James M. Henderson of Henderson Adv., Greenville, S. C., *ex-officio*, representing the Southeast Council; Richard S. Humphrey of H. B. Humphrey, Alley & Richards, Boston; Stewre H. Nelson of William B. Remington Inc., Springfield, Mass., *ex-officio*, representing the New England Council, and James D. Webb of C. J. LaRoche & Co., New York, *ex-officio*, representing the New York Council.



MR. STRUBLING


Footnote:
You Don't Call Hats Headwear
"What shall we do with all this rubber footwear?" thought the president of Yager's in Cedar Rapids, which is now called Kieks (Yager's, not Cedar Rapids), because it changed hands.
"You mean all these galoshes?" thought the vice-president right back. "It's quite a problem, isn't it?"
This is some dialogue we invented to illustrate a serious situation. Yager's (or Kieks, if you got to be precise) bought enough rubber footwear, or galoshes, to bring a lump to your throat.
They bought five ½-minute spots on WMT, which brought a lump to ours, and sold 184 pairs of footwear, which figures out to 368 dry feet.*
There's no telling what would have happened if they'd called them galoshes.
WMT 600 KC — CBS FOR EASTERN IOWA
National reps: The Katz Agency
Mail Address: Cedar Rapids
(WMT-TV, Channel 2, max. power, CBS, same reps, also gets results)
* Not to be confused with running feet, which is a Madison Avenue measurement.

5 ***THIS MEANS*** your operating cost for tubes alone, based on 6,000 hours per year with an S-E 25 KW transmitter will SAVE YOU (compared to Transmitter "C") a 10 year total

savings of approx. $145,000.00

6 ***IN ADDITION*** substantial savings in your power bill are yours when you purchase S-E transmitting equipment. A comparison of published data for an S-E 25 KW and for Manufacturer C's 20 KW transmitter operated at black level with a 90% power factor, indicates a 10 year

savings of approx. $24,000.00

7 ***SUMMARY:*** From this information, savings in operating costs over a period of 10 years would indicate that YOU can

SAVE APPROX. $169,000.00

with economical, dependable S-E Transmitters!

Operating Tube Cost

	HOURLY COST TRANSMITTER "C"	HOURLY COST S-E	HOURLY SAVINGS WITH S-E	10 YEAR SAVINGS WITH S-E
Driver	$1.28	$0.15	$1.13	$67,800
Amplifier	$1.51	$0.22	$1.29	$77,400
Total Transmitter	$2.79	$0.37	$2.42	$145,200

Power Cost

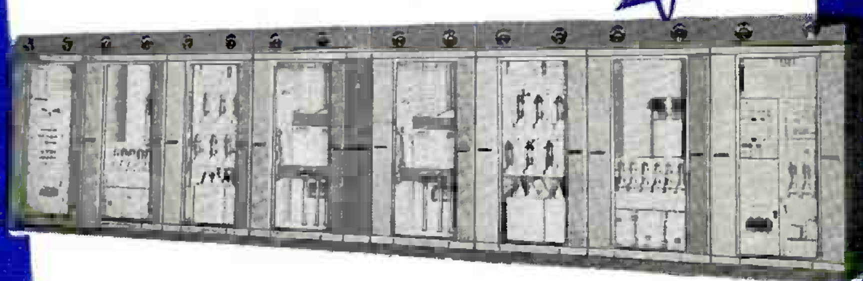
	DRIVER KW	AMPLIFIER KW	TOTAL TRANSMITTER KW	YEARLY DEMAND CHARGE @ $3 PER KW	YEARLY POWER COST @ 1c PER KWH	TOTAL
Transmitter "C"	22	65	87	$3,132	$ 5,220	$8,352
S-E	15	47	62	$2,232	$ 3,720	$5,952
Savings with S-E	7	18	25	$ 900	$ 1,500	$ 2,400
10 Year Savings				$9,000	$15,000	$24,000

Savings in Operating Costs (10 Years)

TUBE SAVINGS	$145,200
POWER SAVINGS	$ 24,000
TOTAL	$169,200

PROOF once again that with S-E TV Transmitting equipment you *SAVE IN EVERY WAY!*

Standard Electronics high band 25 KW transmitter gives you these extra ECONOMY PLUS features . . . economical installation . . . less floor space . . . integral air cooling . . . no complex plumbing and water pumps . . . "Add-A-Unit" permits expansion to higher power with no obsolescence of present equipment . . . ability to handle color is engineered into every S-E transmitter.



Compare S-E with any other make of transmitter for

ECONOMY...QUALITY...PERFORMANCE!

For specifications and a copy of the "PROOF OF ECONOMY REPORT" write, wire, or phone Standard Electronics.

STANDARD SE ELECTRONICS

standard electronics corporation

A SUBSIDIARY OF CLAUDE NEON, INC.

255-289 EMMETT ST. • NEWARK 5, N. J. • BIgelow 3-5540

Operating costs are determined on the basis of 6000 hours of operation per year. Detailed comparison available on request.

NARTB Film Manual Analyzes Film-Live Programming Data

IMPORTANCE of film programming at tv stations is shown in the 1955 NARTB Film Manual, second in a series distributed to association members.

The manual shows, by number of tv families, the following number of hours per week devoted to film and live programming:

50,000 and under tv families—26:23 hours film, 16:17 hours live.

50,000-150,000—30:49 film, 12:07 live.

150,000-500,000—27:24 film, 18:34 live.

500,000-1,000,000—29:52 film, 24:00 live.

1,000,000 and over—36:57 film, 23:15 live.

The survey data shows that stations in all categories devote much more time to film than to live programming. The findings support those in the first manual issued a year ago.

Contained in the report are data on film costs. They show that live sponsored programming slightly exceeds film sponsored programming, whereas they were equal a year ago. Heaviest amount of film programming is carried Saturdays, with Sundays close behind.

Five case histories give detailed information on KDUB-TV Lubbock, Texas; WATV (TV) Newark, N. J.; WMVT (TV) Montpelier, Vt.; WSBT-TV South Bend, Ind., and WSJS-TV Winston-Salem, N. C. The histories show experience in film purchasing, personnel, film equipment and facilities, operating procedures and programming, film announcement procedures and engineering.

A new feature deals with tv operation procedures, prepared by Louis J. Climent on behalf of the Society of Motion Picture & Tv Engineers. Editor of the NARTB manual was Dan W. Shields, assistant to Thad Brown, tv vice president. The programming hours and cost survey data were analyzed by Richard M. Allerton, NARTB research manager.

Marks Warns Broadcasters Of Threatening Regulation

IN another five years, broadcasters will be controlled and regulated like common carriers if they don't become more aware of their responsibilities as licensees, Leonard H. Marks, Washington attorney, was scheduled to tell the Texas Assn. of Broadcasters today (Monday).

Pinned to the diminishing importance of radio networking, Mr. Marks called on individual broadcasters to increase the origination of local programs dealing with discussions, special events and other educational and cultural programs, until now delivered mainly by networks.

Individual station owners also will have to be more strict in enforcing good taste in programs and in eliminating unethical and borderline advertising, he said. He referred to the increased use of "obscene" records, advertising of dubious value, and increasing advertising of alcoholic beverages like beer and wines.

Topic of Mr. Marks' talk was "Broadcasting 1960."

Burton Gets Nomination For RTES Presidency

ROBERT BURTON, vice president in charge of publishers relations and secretary of Broadcast Music Inc., has been nominated for the post of president of the Radio & Television Executives Society. Other officers named by the nominating committee are:

Elliott Sanger, executive vice president, Interstate Broadcasting Co. (WQXR-AM-FM New York), 1st vice president; Merle S. Jones, vice president in charge of stations and general services, CBS-TV, 2d vice president; Claude Barrere, eastern director, television, BMI, secretary, and Joseph McDonald, treasurer, NBC, treasurer.

Nominated for two-year terms on the board of governors are: Don McClure, general sales manager, Bonded Tv Film Service; Frank Pellegrin, vice president and secretary, H-R Representatives; Roger Pryor, vice president in charge of radio and tv, Foote, Cone & Belding; Robert Schmid, administrative vice president, MBS, and Sam Slate, program director, WCBS New York. Nominated for one-year terms to the board of governors are: Maggi Eaton, account executive, Radio Reports Inc.; G. W. Johnstone, director, radio and television and public relations, National Assn. of Manufacturers; Robert Sarnoff, executive vice president, NBC; Florence Small, agency editor, B•T, and Joseph Stamler, account executive, WCBS-TV New York.

The nominating committee is headed by George Shupert, president of ABC Film Syndication. It consists of Messrs. Slate and Johnstone and Gordon Gray, general manager of WOR-AM-TV New York, and N. C. Rorabaugh, president of the N. C. Rorabaugh Co.

Members have been asked to mail or deliver their ballots on or before the fifth day before the annual meeting, which has been set for May 18 at the Hotel Roosevelt.

NARTB Membership Approves Three Amendments to Bylaws

THREE proposed amendments to NARTB bylaws have been passed by membership vote, C. E. Arney Jr., secretary-treasurer, said last week.

Ratified 967-12 (with seven votes void) was a proposal that a person certified as eligible for nomination to a district directorship must have his principal broadcasting business in that district to qualify.

Passed 995-10 (16 void) was a proposal that unexpired directorship terms exceeding six months must be filled by election, with no election for such terms of less than six months.

Approved 909-80 (18 void) was a proposal that each nationwide radio or tv network member may name a representative to serve on the Radio Board or Tv Board, respectively.

Void ballots were those returned unsigned or unmarked, Mr. Arney said.

TRADE ASSN. PEOPLE

Eugene D. Hill, vice president, Central Florida Broadcasting Co. (WORZ Orlando, WNTM Vero Beach), elected director for 1955, Adv. Club of Central Florida.

Edward V. Cheviot, sales manager, WOAI-TV San Antonio, Tex., elected president, San Antonio Sales Executive Club.

Kenneth R. Arvedon appointed executive secretary, Magnetic Recording Industry Assn. (magnetic recording equipment trade group), N. Y.

Frank Crane, managing director, Southern California Broadcasters Assn., elected to board of directors, Electric League of Los Angeles.

J. Reeves Espey, manager, D'Arcy Adv. Co., L. A., named chairman, Community Chest fund-raising campaign committee, American Assn. of Adv. Agencies chapter, that city, with **James Vandiveer,** account executive, Erwin, Wasey & Co. Ltd. there, as radio-tv chairman.

Walter R. Powell, attorney, NARTB Washington, has returned to work following two-month illness after suffering heart condition in February.

ZIV SAYS TV PROGRAMS AREN'T ALWAYS GOOD

Film producer charges industry does not strive to maintain high level of quality, ingenuity and inventiveness.

ACCUSATIONS were levelled last week by Frederic W. Ziv, chairman of the board of Ziv Televison Programs Inc., against the tv industry for failing to "maintain a continuously high level of quality, ingenuity and inventiveness in its programs."

Mr. Ziv, in a prepared statement, warned that deficiency can result only "in a loss of audiences, a loss of impact, and, finally, a greater cost per thousand to the advertiser who is paying the bills." The statement was released in conjunction with the first quarter report, which revealed a stepping up of the company's activities.

Ziv Television Programs, Mr. Ziv said, achieved a 32% increase in first quarter 1955 revenue over the same period a year ago, but added that many segments of the industry are "complacent about the quality and product and services we are delivering to the home viewer." He acknowledged there are many "exciting and informative" programs, but said they are "too few" compared with the total volume of telecasting being presented today.

"Televison is growing out of its infant stages and all of us who are engaged in this great industry must face up realistically to maturity in our thinking and planning and our execution," Mr. Ziv asserted. "We must dedicate ourselves to find and develop, encourage and nourish great new writers . . . men and women who can approach this vast new medium of communication and entertainment in a spirit of courageous explorers, without being shackled by the formulas, formats and inhibitions associated with the earlier forms of stagecraft."

C&C Buys Western Tv, $10 Million Tv Time

C & C SUPER Corp., New York, has purchased Western Television Inc., New York, in a stock deal, acquiring with it tv spot time on stations said to amount to $10 million, plus an extensive motion picture library for tv use. The station time had accrued to Western Television from films which the firm had leased to stations.

The announcement last week by Walter S. Mack, president of C & C, pointed out that the purchase gives C & C Super Corp. its own national tv time for several years to come. He said a large portion of the tv spot time will be put to use by the company for its C & C Super Coola carbonated soft drinks in cans, and for its other products. Other spot announcement time, he said, may be contracted out to non-competitive products. In addition, the remainder of the film library will be leased ahead to tv stations for cash and spot time.

Western Television Inc. was founded in June 1951 by Matthew M. Fox, its president and principal stockholder. Western Television will operate as a division of the corporation with Mr. Fox as its head. Mr. Mack said that Mr. Fox will continue to devote full time and attention to the division's affairs and to the affairs of the corporation.

Included in the film library now owned by C & C are such motion picture features as *Thief of Bagdad, Jungle Book, Foreign Correspondent,* and *Henry VII,* and such serials as *Flash Gordon* and *Buck Rogers.*

There's a DIFFERENCE

between PROMOTION and AUDIENCE PROMOTION

★

Represented

Nationally

by

THE

HENRY I. CHRISTAL

COMPANY

★

At WSYR, customer service isn't just sizzle: it's part of the steak! The best kind of customer service is *audience* promotion. That's an important, planned function, the year 'round at WSYR.

Only WSYR in Syracuse maintains a full-time promotion department. There's always a special on-the-air promotion in progress . . . usually tied in with an important community service project, always building listener loyalty for WSYR's unmatched line-up of local and network programming.

In 1954, WSYR used important display space in the daily newspapers *every day* to promote listenership for its featured programs.

News releases about WSYR programs and personalities go out regularly to all newspapers in a service area embracing 1.5 million people. Merchandising aids go forth consistently to retail outlets which absorb this market's $2 billion buying power.

WSYR's superior, *productive* customer service is another reason for WSYR's commanding leadership in Central New York.

NBC in Central New York

WSYR

5 KW ★ SYRACUSE ★ 570 KC

WOR-TV, KHJ-TV Buy MCA-TV Western Films

IN A PURCHASE estimated at $1.5 million, WOR-TV New York and KHJ-TV Los Angeles last week acquired from MCA-TV a package of 123 feature-length films starring Gene Autry and Roy Rogers. Both tv stations are owned and operated by General Teleradio Inc.

The package, consisting of 56 Autry films and 67 Rogers features, originally was produced by Republic Pictures. A WOR-TV spokesman said that none of the pictures has ever been shown on tv.

Although no specific programming plans have been announced for the new package, the features will be cut to one-hour length by Republic Pictures before release to the tv stations. The contract provides that the films also will be made available for showing on WNAC-TV Boston and WHBQ (TV) Memphis, both General Teleradio stations.

WOR-TV plans to institute an extensive promotion, advertising and merchandising campaign on behalf of the new package, similar to the one it conducted last year for its highly-rated *Million Dollar Movie* feature film program.

Higher Ratings on Re-Run Claimed for 'Disneyland'

ALL but one repeat of *Disneyland* films, which have been on a re-run basis on ABC-TV since last March 26, have gotten higher audience shares than the originals, Don Coyle, ABC director of research, claimed last Wednesday.

Mr. Coyle said his conclusions were based on Trendex ratings covering nine major cities and he added that National Nielsen Ratings for two weeks ending March 26 "confirm the rating-rise of the *Disneyland* [Wednesdays, 7:30-8:30 p.m. EST] repeat shows." The only re-run which failed to earn a higher audience share was the first which earned almost the same audience rating as did the original. The April 13 repeat of "Davy Crockett" obtained the highest Trendex rating, Mr. Coyle said, bringing a 35.4, or 25% above the 28.0 rating of the film shows in the same cities last Dec. 15.

The rating studies, according to Mr. Coyle, indicate that "repeat performances, by themselves, do not jeopardize audience levels."

Official Films' Nidorf Resigns as Board Chairman

RESIGNATION of Michael Nidorf as chairman of the board of directors of Official Films Inc., New York, was announced last week by Harold L. Hackett, president of Official. Mr. Nidorf, who will continue his stock investment in the company, said he resigned because of "increasing demands" made upon his time in directing the career of singing star Jo Stafford.

Mr. Hackett said Seymour Reed, company treasurer, has been elected to the board of directors.

Mr. Nidorf's post as board chairman has not been filled.

WNAC-TV Corners 'Ramar'

TELEVISION Programs of America last week announced that WNAC-TV Boston has acquired exclusive rights to *Ramar of the Jungle* series in that area in a transaction involving more than $100,000. It was believed by TPA to be "one of the largest syndication film sales for a single property ever recorded in Boston."

Michael M. Sillerman, executive vice president of TPA, said that a unique aspect of the sale was a commitment by WNAC-TV to buy any future *Ramar* films TPA might make. WNAC-TV has obtained rights to 52 completed *Ramar* programs. TPA plans to produce an additional 26 episodes of the *Ramar* series.

ABC-TV Show Names Smith

APPOINTMENT of J. English Smith, program service manager, ABC-TV, as coordinator of *Warner Bros. Presents* (Tuesday, 7:30-8:30 p.m. EDT), which will premiere Sept. 13, was announced last week. He will headquarter in Burbank, Calif. His replacement as program service manager in the New York office has not yet been announced.



KEY PARTICIPANTS in NBC Film Div.'s national sales meeting held a fortnight ago in New York are (l to r): seated, Ted Sissan, director of the division; Carl M. Stanton, vice president in charge of the division; Jake Keever, national sales manager; standing, Dan Curtis, central sales manager, and Cliff Ogden, western sales manager.

Ziv's 'Mr. D. A.' Renewed By 94% of Present Clients

RENEWAL rate of 94% of advertisers sponsoring *Mr. District Attorney*, Ziv Television Programs Inc. series, was announced last week by M. J. Rifkin, vice president in charge of sales.

Sponsors who have renewed include: Carter Products Inc., which will again carry the show in the 36 markets it used last year; Bank of St. Louis, St. Louis; Safeway Stores, Albuquerque; James G. Gill Co. and Pet Milk Co., Charlotte, N. C.; Stroh's Brewery, Kalamazoo, Mich., and Ft. Wayne, Ind.; Pioneer Title Insurance & Trust, Las Vegas; National Brewing Co., Greenville, N. C.; General Tire & Rubber Co., Bakersfield, Calif.; Capitol Stores Div., National Food Stores, Baton Rouge La.; Pioneer Bank and Plymouth Laundry, Chattanooga, Tenn., and High's Ice Cream Corp., Norfolk, Va.

Screen Gems Sales at High With 372 Stations in Lineup

JOHN H. MITCHELL, vice president in charge of sales, Screen Gems Inc., New York, tv subsidiary of Columbia Pictures Corp., reported last week that sales have reached an all-time high with 372 stations using Screen Gems products.

Mr. Mitchell announced that *All Star Theatre*, the syndicated series of top-rated *Ford Theatre*, recorded its 201st sale last week when KTVT (TV) Salt Lake City purchased the series.

The company's 15-minute sports interview program entitled *Big Playback* is being shown by 83 stations and *Adventures of Rin Tin Tin* has been syndicated in 50 markets. The latter series is also telecast on ABC-TV in 70 additional markets under sponsorship of the National Biscuit Co.

The syndicated version of the current *Fireside Theatre*, titled *Top Plays of 1955* has been sold in 23 markets and *Jet Jackson* has been purchased by 15 outlets, Mr. Mitchell said.

MCA-TV Opens 2 New Offices

SALES SERVICE has been organized at MCA-TV Ltd., New York, tv film syndicators, so that a phone call placed from anywhere in the nation can bring an MCA salesman within 24 hours, says Wynn Nathan, vice president in charge of sales. Mr. Nathan's statement marked the opening last week of new MCA-TV sales offices in Indianapolis, Ind., and Grand Rapids, Mich. Mr. Nathan reported MCA-TV now has 22 "fully-staffed" offices with more than 70 salesmen.

FILM PEOPLE

Gary Stevens, formerly with Blaine-Thompson Co., N. Y., handling radio-tv advertising for Warner Bros., Burbank, Calif., named general manager, Warner Bros. tv div., which will produce upcoming ABC-TV *Warner Bros. Presents;* Art Silver, manager, Warner's trailer dept., will be in charge of "Behind-the-Scenes" segment of program.

Roy Lockwood, formerly producer, CBS-TV, to Robert Lawrence Productions, N. Y., as producer-director.

Sy Weintraub, executive vice president, Flamingo Films, N. Y., father of girl, Lori Gail, April 11.

Paul G. Thomas, 36, associate producer, Marterto Productions, Hollywood, and brother of ABC-TV star **Danny Thomas**, died in automobile accident near Barstow, Calif., April 16.

FELLOWS SEES ORATORICAL FLOOD IF FREE TIME IDEA IS ACCEPTED

NARTB president testifies before Senate Elections Subcommittee considering campaign problems faced by candidates for public office.

IF BROADCASTERS were required by law to give political candidates free radio and tv time, there would be nothing but political oratory on the air for "two or three months" before elections, NARTB President Harold E. Fellows told a Senate Elections Subcommittee last week.

Asked his reactions to proposals that the FCC require broadcasters to furnish candidates free time or that the government buy time for candidates, Mr. Fellows urged that a distinction be made between the use of mass communications by a legislator to inform the electorate on government business and its use by a candidate in his campaign for a public office.

Mr. Fellows elicited agreement from Sen. Thomas C. Hennings (D-Mo.), subcommittee chairman, who said, "Your point of view appeals to me," and from Sen. Carl T. Curtis (R-Neb.), who said he shares Mr. Fellows' feeling about free time.

The subcommittee has been holding hearings on a bill (S 636) to raise the ceilings on political campaign expenditures. Slated to testify tomorrow (Tuesday) on radio-tv aspects are FCC Comr. Frieda B. Hennock, CBS Vice President Richard Salant and NBC Vice President Joseph V. Heffernan.

Mr. Fellows said broadcasting and telecasting of political speeches are more costly and difficult for the broadcaster than any other type of program. "Over and over he wipes out existing sponsored programs" to air political speeches, he said. Such time must be limited so he can clear the time possible for him to deliver, he added.

Mr. Fellows said the Communications Act prohibits a station from censoring a political candidate's speech for possible libel or slander, if the law is "absolutely and minutely translated." It means the station "cannot ask for the script or the right to see it," he said.

But common practice, he said, is that the station does ask for the script, looks through it (sometimes with counsel), then "discusses or negotiates" disputed passages with the candidate, often warning him that libelous points are not good for the candidate any more than for the station.

However, if the candidate refuses to change the script, the station can do nothing and is subject to libel or slander charges involved, he said. The broadcaster is not safe under federal law and his fate depends entirely upon the attitudes of each state, he said, adding that because of NARTB activity on the state level, 32 states now have laws protecting the broadcaster from liability for defamatory political statements.

Sen. Hennings remarked that even if the script is changed, a candidate is under no obligation to follow it: He can "leave it (script) and just free wheel all over the lot."

Vincent Wasilewski, NARTB general counsel, said the tendency is for states to require "due care" (by the broadcaster) instead of "absolute liability."

Mr. Fellows said there have been only a few such cases against broadcasters.

Although a station is under no obligation to furnish equal time for spokesmen making broadcasts on behalf of candidates, most stations are careful to provide equal opportunities, Mr. Fellows said.

Sen. Hennings made the point that a station can censor speeches of persons who speak on behalf of candidates, but such a spokesman is under no obligation to follow the script. He cited a case in which his St. Louis law firm, Green, Hennings, Henry & Evans (which represents KSD-AM-TV and the *Post-Dispatch*), submitted the script of a speech on behalf of Adlai Stevenson in 1952, to a local Republican. The Republican made several changes and the Stevenson spokesman threw away the script and made an off-the-cuff speech, he said.

Alexander Heard, U. of North Carolina professor of political science, advocated that FCC reduce the costs of political time or make free time available to candidates "to set up conditions of equal competition" and "reduce the financial burden" of political parties.

He said many stations had told him they felt an order or regulation should be introduced so they could run their stations in an effective way and limit political time. He said no station should have to donate political time, but there should be a minimum cost fair to the station, perhaps with limited government subsidy. He said such a plan should start "on the highest level," beginning with presidential campaigns. He urged that a meeting be called of industry representatives, the FCC, political parties and legislators, to work out a plan.

Prof. Heard listed figures he said represented expenditures by several political committees in radio-tv in the 1952 elections, with the percentages of these figures to the total budget of committees. They were:

Democratic National Committee $375,693 (16.8%), Republican National Committee $645,125 (21.4%), National Volunteers for Stevenson $422,274 (56.9%), National Republican Congressional Committee $361,216 (28.0%), Stevenson-Sparkman Forum Committee $694,755 (93.2%), Republican Senatorial Campaign Committee $277,605 (55.5%), New York Republican State Committee $248,373 (39.5%), New York Democratic State Committee $26,854 (11.6%) and CIO-PAC Educational Account $112,087 (33.0%).

Clara Shirpsher, Democratic national committeewoman from California, and Rep. Harlan Hagen (D-Calif.), asked for lower-cost or free radio-tv time.

FCC Postpones Date For Pay-Tv Comments

Deadline extended to June 9. Zenith accepts offers of air time to explain issue.

THE FCC last week postponed for one month the deadline for comments on subscription tv.

It changed the deadline date from May 9 to June 9 at the request of International Telemeter Corp., whose attorney, Harry M. Plotkin of Arnold, Fortas & Porter, underwent an eye operation.

Reply comments will be due July 11.

Meanwhile, Zenith Radio Corp. last week accepted offers to participate in public discussions of subscription tv.

The Chicago radio-tv manufacturing firm accepted CBS's offer to take part in a network panel program on toll tv, although with obvious misgivings regarding the "balance and fairness" of the projected debate. It named W. Theodore Pierson, senior member of the Washington law firm of Pierson, Ball & Dowd, as its spokesman for the program.

CBS invited Victor Sholis, director of WHAS-TV Louisville, to present the anti-pay-tv side.

The program is scheduled May 1, from 5:15-6 p.m.

Zenith also accepted NBC's offer of 15 minutes of free time to air its views in a similar debate [AT DEADLINE, April 18].

At a Northwestern U. radio panel discussion, Joseph S. Wright, general counsel for Zenith, hit at what he termed the "monopolistic position" of NBC and CBS.

"If a broadcaster has either an NBC or a CBS affiliation, he makes money," Mr. Wright said. "If he doesn't have it, then he is likely to starve to death."

Mr. Wright said that tv will never be brought to the small towns until a way is found by broadcasters of providing additional programs "over and above and beyond the two dominant networks."

Subscription television is the answer, Mr. Wright said.

Joining Comdr. Eugene F. McDonald Jr., president of Zenith, in criticism of the NARTB's Tv Board action in opposition to subscription tv on broadcast channels [B•T, April 18], Arthur Levey, president of Skiatron Electronics & Television Corp., termed the action a "deplorable lack of courage and foresight."

"At a time when program costs have spiraled to unprecedented heights and the demands for better tv shows are louder than ever," Mr. Levey declared, "the action of the NARTB Television Board violates not only good sense and good economics but ignores a basic American principle—free enterprise and free competition. Once again we hear the voice of the entrenched interest crying out for the *status quo* while refusing to consider the public interest."

Zenith's system of pay-tv is called Phonevision. Skiatron is advocating what it calls Subscriber-Vision. International Telemeter, which is controlled by Paramount Pictures, is pushing its Telemeter system, which is based on the coin-box method of collecting fees.

House, Senate Approve Extra $85,000 for FCC

THE House and Senate last week gave final approval to a supplemental appropriations bill (HR 4903) for fiscal 1955 which includes $85,000 for the FCC to maintain its staff at the current strength of about 1,030. The bill now goes to the White House, where no opposition is expected.

FCC officials had explained to the Senate and House Appropriations committees that the Commission needed to maintain its present staff level to continue work on the tv applications and other backlogs. The bill had gone to Senate-House conferees for reconciliation of differences between the two houses on certain parts of the measure, not affecting the FCC funds [B•T, April 18].

GOVERNMENT

Commission Defends Diversification Policy

RIGHT to take newspaper ownership into consideration when it is deciding a comparative hearing where one applicant is affiliated with a newspaper and the other is not was upheld by the FCC in a brief filed with the U. S. Court of Appeals in Washington last week.

The Commission asked the court to sustain its decision in the Sacramento ch. 10 case, where it granted the coveted vhf channel to Sacramento Telecasters Inc. and denied McClatchy Broadcasting Co.

McClatchy, which owns three newspapers, six radio stations and a tv station in California's Central Valley, appealed the decision. It claimed it was being discriminated against because of newspaper ownership. The American Newspaper Publishers Assn. joined the appeal as *amicus curiae* [B•T, March 14, Feb. 28].

Finding in favor of Sacramento Telecasters was not made solely on the diversification issue, the Commission said in last week's brief. It also found Sacramento Telecasters "greatly superior" to McClatchy in local ownership, participation in civic affairs and integration of ownership and management.

This squares exactly with the appellate court's 1951 Scripps-Howard decision, the FCC said. The court in that case held that the Commission had the right to weigh newspaper ownership as one factor in a comparative hearing.

"In the Commission view," the FCC brief said, "each was an excellent applicant, and its choice of Telecasters in this situation was motivated principally by Telecasters' substantial superiority in diversification of control of the media of mass communication."

The FCC said that Telecasters' "substantial superiority" in diversification outweighed McClatchy's "slight" superiority in the effectuation of program proposals.

"The basic aim of a comparative hearing," the Commission said, "—to choose the applicant best able to render a broadcast service in the public interest—must be achieved with recognition of the fact that a broadcast station is one of several types of media of mass communications. The medium most similar to broadcasting in its coverage and scope is the daily newspaper. Diversification of control of both media in any area results in more competition between them, avoids concentration of control of the avenues of communicating fact and opinion to the public, and makes available the fruits of a more varied approach to questions of interest to the community.

". . . If one of the two applicants has an ownership interest in a large daily newspaper as well as other broadcasting facilities in the same community, with which it intends to have close ties, the grant of a license to that applicant will not provide the community with a new source of public expression and a new and different editorial judgment as to the needs and interests of the community, such as would be the case if the unaffiliated applicant were to be preferred."

All three of the McClatchy newspapers—*Sacramento Bee, Fresno Bee* and *Modesto Bee*—use identical editorials and editorial cartoons, the FCC charged.

The Commission denied implications that it always rejects applicants who run afoul of its diversification policy.

In addition to the newspapers, McClatchy owns KFBK Sacramento, KMJ-AM-FM-TV Fresno, KBEE (FM) Modesto, KERN Bakersfield, KWG Stockton, all Calif., and KOH Reno.

Sacramento Telecasters is owned principally by John H. Schacht, president-general manager of KMOD Modesto, Calif.

TWO DE-INTERMIXTURE PETITIONS FILED

WTOH-TV Toledo, Ohio, (ch. 79) and WACH-TV Newport News, Va. (ch. 33), ask FCC to make their areas predominantly uhf. Other channel changes also before Commission.

TWO new de-intermixture petitions, involving Toledo, Ohio, and Norfolk, Va., were filed with the FCC last week, which also saw:

- Request for the reassignment of ch. 8 from Walla Walla, Wash., to Moses Lake, Wash., made the subject of rulemaking.
- FCC denial of the petition of ch. 45 WKST-TV New Castle, Pa., to move to Youngstown, Ohio.
- Request for further comments in the Albany, N. Y., allocation amendment squabble.
- Opposition by the mayor of Spartanburg, S. C., to the suggested move of ch. 7 from that city.

In Toledo, Woodward Broadcasting Co. (ch. 79 WTOH-TV) asked the FCC to swtich the educational reservation from ch. 30 to ch. 13, move ch. 11 to Detroit, add ch. 51 to Toledo, and move Detroit ch. 50 to Saginaw. It also recommended the move of Storer Broadcasting Co.'s WSPD-TV from ch. 13 to ch. 30 and its own ch. 50 WBID (TV) Detroit to ch. 11. Still in hearing are seven applicants for Toledo's ch. 11.

In Norfolk, ch. 33 WACH-TV Newport News recommended that the educational reservation be shifted from ch. 21 to ch. 10. This would make the Norfolk-Newport News-Portsmouth area predominantly a uhf commercial area, with one vhf (WTAR-TV Norfolk on ch. 3). WTAR-TV is the CBS affiliate; WVEC-TV Hampton (Norfolk), on ch. 15, is NBC affiliated.

WACH-TV, which operated for six months last year, suspended in September. WTOV (TV) Norfolk, on ch. 27, ceased operation in October 1954.

An initial decision favoring Beachview Broadcasting Corp. for Norfolk's ch. 10 was issued at the end of last year. Oral argument on exceptions has been scheduled.

KSEM Moses Lake, Wash., asked the Commission to move ch. 8 from Walla Walla to Moses Lake, which has no tv frequencies allocated to it. KIMA-TV Yakima, Wash., has an application for Walla Walla's ch. 8 as a satellite on file. KIMA-TV already has a grant for a satellite in Pasco, has also applied for a satellite in Ephrata, Wash. It also holds a ch. 3 grant for KLEW-TV Lewiston, Idaho, and owns 40% of KWIE Kennewick, Wash.

The Commission asked for comments on the Moses Lake proposal by May 16.

Request of ch. 45 WKST-TV New Castle, Pa., to move to Youngstown, Ohio, 17 miles away, was denied by the Commission on the ground that this would deprive New Castle of an initial service. If WKST-TV principals desire to move to Youngstown, they can apply for ch. 73 there, the Commission said. WKST-TV had asked that ch. 45 be moved to Youngstown and that ch. 73 be moved from Youngstown to New Castle [B•T, Feb. 14]. WKST-TV said it was $70,000 in the red since beginning operation.

In the Albany-Schenectady-Troy allocation amendment the Commission called for additional comments by May 20 regarding the recommendation by ch. 41 WROW-TV Albany that ch. 10 be allocated to Vail Mills, N. Y., 20 miles northwest of Albany, or the alternative proposal by ch. 35 WTRI (TV) Albany (now off the air) to change the educational reservation from ch. 17 to ch. 6 (now occupied by GE-owned, NBC-affiliated WRGB [TV] Schenectady).

The Commission spelled out the new issues in last week's order. They are similar to those involved in other de-intermixture petitions which the FCC has set for rule-making in Peoria, Evansville, Madison and Hartford [B•T, April 4]. The issues concern service contours, number of families, number of vhf and uhf sets, viewing preferences of tv set owners, possible service loss, and network relations.

The two proposals for the Albany area were set for rule-making proceeding last year [B•T, Dec. 20, 1954], and resulted in a heavy influx of pro and con opinions by those involved.

Battle waged by WTRI to upset Commission approval of the sale of WROW-AM-TV to Lowell Thomas and associates is scheduled to be heard beginning May 9 [B•T, April 18].

Spartanburg Mayor Neville Holcomb opposed the suggestion made two weeks ago by ch. 40 WAIM-TV Anderson, S. C., that ch. 7 be deleted from Spartanburg [B•T, April 18]. WSPA-TV Spartanburg holds a grant for that frequency, but has been in litigation with WAIM-TV and WGVL (TV) Greenville, S. C., over the move of its transmitter to Paris Mt., near Greenville. A hearing on this protest has been scheduled for today (Mon.).

WANE-TV Fort Wayne recommended that ch. 21 be added to Fort Wayne from Huntington, Ind., with ch. 39 being assigned to Huntington [At Deadline, April 18]. WANE-TV operates on ch. 69.

WJHP-TV Jacksonville, Fla., which asked that the educational reservation be changed from ch. 7 to ch. 36 [B•T, April 18], offered to turn over its present ch. 36 facilities to the Jacksonville Junior College or any other educational tv station if it was successful in becoming the second vhf station there.

Examiner Favors WRAL For Raleigh Vhf Grant

INITIAL DECISION favoring the grant of ch. 5 Raleigh, N. C., to WRAL of that city and denying competing applicant WPTF Raleigh was issued last week by FCC Hearing Examiner Millard F. French.

The examiner gave WRAL preference on the issues of diversification, programming proposals and integration of ownership and management.

WRAL is owned by A. J. Fletcher and family. WPTF is owned by the Durham Life Insurance Co.

The diversification finding related to the city of Raleigh itself, the examiner pointed out. With WRAL given the tv grant, it would own a 250 w radio station (on 1240 kc), an fm station and the dominant tv station. WPTF would still remain the dominant radio station in Raleigh (50 kw on 680 kc). The *Raleigh News* and *Observer* would remain the dominant printed medium. The newspaper is 14% owner of WNAO-AM-FM-TV Raleigh. WNAO-TV is on ch. 28.

". . . it must be concluded that granting the application of Capitol [WRAL] for the only vhf television station in Raleigh would result in a more competitive situation, and be a more equitable distribution of the ownership of the media of mass communication . . .

"However, within the Raleigh area, a grant to Capitol would promote the Commission's policy of diversification by equalizing ownership of the three dominant communication media, while a grant to WPTF would give that applicant control of two of such dominant media and leave the other dominant media in the newspaper, which also has other radio and television interests."

One issue, which resulted in a stand-off in the examiner's mind, was that of the relationship between each of the owners of the two Raleigh applicants and family relations having other broadcast and newspaper interests.

Floyd Fletcher, son of A. J. Fletcher, owns 25% of ch. 11 WTVD (TV) Durham, N. C., and 8.3% of ch. 7 WITN (TV) Washington, N. C. WITN is due to begin operating this fall.

Mrs. J. R. Weatherspoon and daughters own 25% of Durham Life Insurance Co. Mrs. Weatherspoon's sister, Mrs. C. C. Council, and husband control the *Durham Herald* and *Sun*, which owns WDNC-AM-FM and 25% of WTVD. The Durham Life Insurance Co. also owns $134,000 in bonds of the *Greensboro News* (which owns WFMY-TV Greensboro, N. C.).

FCC AUTHORIZES THREE NEW TVS

THREE new tv stations for Tucson, Ariz., Ft. Pierce, Fla., and Reno, Nev., were granted by the FCC last week.

New tv station on ch. 9 at Tucson went to Tucson Tv Co., owned by D. W. and Kathleen Ingram. Mr. Ingram is owner of a lumber firm and warehouses. The new station will operate with an effective radiated power of 57.5 kw visual, 34.7 kw aural and with antenna height of 190 ft. above average terrain.

At Ft. Pierce, a new tv station on ch. 19 was granted to Gene T. Dyer. Mr. Dyer, whose wife, brother and sister now own WGES Chicago, was once manager of that station. Mr. Dyer is presently a Florida tomato farmer and vegetable packer. The new ch. 19 facility will operate with an effective radiated power of 17.8 kw visual, 9.7 kw aural and with antenna height above average terrain of 270 ft.

The new station on ch. 4 at Reno was granted to Nevada Telecasting Corp., owned by Robert C. Fish, Fresno real estate investor and businessman. The new station will operate with an effective radiated power of 27.5 kw visual, 16.6 kw aural with an antenna height above average terrain of minus 170 ft.

Independent Tv Cleared For Milwaukee Ch. 6 Grant

THE WAY was cleared last week for grant of Milwaukee (Whitefish Bay) ch. 6 when mutually-exclusive applicant Cream City Broadcasting Co. (WMIL Milwaukee) withdrew its application, leaving Independent Tv Inc. as sole survivor.

A petition and accompanying affidavits filed by Cream City Broadcasting Co. Thursday, state the applicant is withdrawing in consideration of $25,000 reimbursement for "partial" expenses incurred in processing its application, according to Warren Woods of Roberts & McInnis, representing Independent Tv.

The petition and affidavit by Gene Posner, Cream City president, said the firm is withdrawing its application "after a fair and impartial hearing by FCC Hearing Examiner J. D. Bond." Mr. Posner's statement said Independent Tv has "stronger financial resources" and added that if Cream City were to pursue the application it would be a year or more before ch. 6 would be put into service; whereas, with Cream City withdrawing, ch. 6 can go on the air in "three or four months."

TUNER MANUFACTURERS CONFER WITH MAGNUSON

They can meet demand for all - channel gear, senator hears. Set makers testify today.

TELEVISION set manufacturers who meet today (Monday) with the Senate Commerce Committee in Washington to discuss an agreement to make all-channel tv sets will be told that six major tuner-makers feel they can fill all orders for all-channel tuners.

That was the assurance committee Chairman Warren G. Magnuson (D-Wash.) got from the six at an informal discussion to which the tuner-makers were invited in the senator's office Wednesday. It also was indicated that the tuner-makers can make the tuners within the $6.25 range cited by Sarkes Tarzian, Bloomington, Ind., tuner-maker, for adding uhf tuning to a set. Mr. Tarzian cited this amount in testimony last summer before the Senate Communications Subcommittee studying uhf problems [B•T, May 24, 1954].

Mr. Tarzian said after the meeting last week that the tuner manufacturers told Sen. Magnuson there is a cost differential of $9 to $10 between the lowest-priced vhf tuner and the lowest-priced all-channel tuner.

Mr. Tarzian said the tuner-makers did not know how manufacturers could be led to make only all-channel sets and that they suggested to Sen. Magnuson that the only practical way is for Congress to cut the excise tax on all-channel sets, making up for the differential in price.

Also discussed were strip (one-channel) tuners, which are added to vhf tuners.

Tuner manufacturers meeting with Sen. Magnuson were Mr. Tarzian, Sarkes Tarzian Inc., Bloomington, Ind.; Monte Cohen, president, General Instrument Corp., Elizabeth, N. J.; Charles Roe, Oak Mfg. Co., Chicago; Arthur Richenthal, Standard Coil Products Co., Los Angeles and New York; Ed Nung, P. R. Mallory & Co., Indianapolis, and W. W. Paul, Radio Condenser Co., Camden, N. J.

Appointment of L'Heureux Confirmed by Sen. Bricker

THE EXPECTED appointment of Robert D. L'Heureux, professional staff member of the Senate Commerce Committee, as minority counsel for the committee's current investigation of networks and uhf-vhf troubles [B•T, April 4], was confirmed last week by Sen. John W. Bricker (R-Ohio), the committee's ranking Republican and its chairman in the 83d Congress.

Mr. L'Heureux succeeds Robert F. Jones, former Ohio congressman and FCC commissioner, who left the post of GOP counsel in February after making a progress report on the probe [B•T, Feb. 21]. He becomes the Republican opposite number to Sidney Davis, named by committee Chairman Warren G. Magnuson (D-Wash.) to head the probe as majority counsel [B•T, March 28; CLOSED CIRCUIT, Feb. 21].

A veteran congressional lawyer, Mr. L'Heureux' service dates back to 1939. He was former chief counsel of the Senate Banking & Currency Committee and the Joint Defense Production Committee. He joined the Senate Commerce Committee in 1953 under the chairmanship of the late Sen. Charles Tobey (R-N. H.).

A native of Manchester, N. H., Mr. L'Heureux received a B.A. degree from St. Anselm's College, Manchester; M.A. from George Washington U., and LL.B. and LL.M. from Georgetown U.

Commissioners Hit WOL Ad Practices

Station wins license renewal over dissents of Lee, Doerfer and Hennock, who charge over-commercialization and 'bait-and-switch' advertising.

WOL-AM-FM Washington won its regular three-year license renewal from the FCC last week, but it heard harsh words from three dissenting FCC commissioners.

Written by FCC Commissioner Robert E. Lee, and concurred in by Comrs. John C. Doerfer and Frieda B. Hennock, the dissent accused WOL of over-commercialization and of permitting "bait-and-switch" advertising.

These charges drew an immediate response from Henry Rau, president of the WOL stations. He said that WOL is a member of the Better Business Bureau and carries no advertising not acceptable to the Bureau.

"The question of over-commercialization," Mr. Rau said, "of course is a matter of opinion. We do not feel we are over-commercialized. Perhaps the best answer we can give is that according to the Pulse audience measurement survey, the audience of WOL in the Washington area has increased by approximately 50% since we took over the station in the middle of November 1953."

Lee's Dissent

Comr. Lee's dissent, addressed to these purported faults in other stations as well as WOL, read as follows:

I do not favor renewal of this license on the present showing. Commission action should first seek clarification of the issues hereinafter discussed. To that end a hearing should be ordered. The outcome of such investigation should determine the course of action to be taken.

"WOL, like a great number of other broadcast stations, appears to engage in over-commercialization. Because some of the others are guilty of the same practice, it is urged here that we should not single out this particular station. But the short answer to that is that we should firmly exercise our jurisdiction as the cases come before us under our processes.

"The excessive number of commercial spots presently used by this station causes me concern. In addition, inquiry should be made into the station's practice of 'bait and switch advertising.' Advertisers such as vacuum cleaning establishments are permitted to offer a vacuum cleaner for 'the ridiculously low price of $14.95' or thereabouts, with a complete set of attachments, and a set of aluminum ware or steak knives thrown in for free if the prospective purchaser is one of the first 20 to call. The purchaser is lucky if he even sees the advertised vacuum cleaner, and if he does, he is made aware of its junky features and persuaded that the $125 vacuum cleaner (with a $30 down payment) is the one he should buy.

"The station's ads of sewing machine companies appear to be of a similar nature. The Better Business Bureau has been fighting this sort of advertising for years, and the Federal Trade Commission has done an outstanding job in combating such advertising in response to the many complaints which follow. But the Better Business Bureau alone cannot challenge some of these practices—this Commission has a responsibility when it passes upon applications for license renewals in the public interest as here.

"Are radio stations setting themselves apart in neglecting to check more carefully into these types of commercial ads? In the event of such derelictions, I believe it is the Commission's duty not only to take cognizance of the situation but to insist upon the elimination of such practices as a condition to renewal, on certain cases to refuse to renew the license.

"It is claimed that there has been an improvement at WOL. If so, the improvement has been negligible. They have not eliminated completely the 'bait and switch' type of advertisements.

"I think there is certainly great room for further improvement, so far as WOL is concerned, and I do not favor renewal of this license until after a hearing has been held."

Four Ams, One Fm Granted by Commission

FOUR new ams and one fm station were granted by the FCC last week.

New 500 w daytime standard on 1280 kc at Seaford, Del., was granted to Elizabeth and W. Courtney Evans, owners of a drive-in theatre and former owners of WDOV Dover, Del.

At Thermopolis, Wyo., two new fulltime am stations were granted.

New facility on 1240 kc with 250 w was granted to Thermopolis Broadcasting Co., composed of 17 local businessmen. A new station there on 1490 kc with 250 w was granted to Mildred V. Ernst.

Mrs. Ernst is joint owner with her husband, Joseph P. Ernst, licensee of KWOR Worland, KWRL Riverton and KGOS Torrington, all Wyoming. Grant is on condition that program tests and license will not be issued until KWOR commences program tests and is licensed on some other frequency. KWOR also operates on 1490 kc with 250 w.

New 1 kw daytime am on 1570 kc at Cleveland, Tenn., was granted to Southern Enterprises, consisting of Carl J. Hoskins (50%), cattle raising; R. B. Helms (25%), president and 43.5% owner of WHLN Harlan, Ky., and Jack T. Helms (25%), secretary and 6.2% owner of WHLN. Grant is subject to acceptance of any interference that may be caused by grant of a proposed facilities change of WAGC Ft. Oglethorpe, Ga.

A new Class B fm station at Mountain Park, N. M., was granted to Max I. Rothman. Station will operate on ch. 250 (97.9 mc) with effective radiated power of 600 w.

Meanwhile, FCC authorized WINK Rockville, Md., to change hours of operation from daytime only with 1 kw to fulltime with 1 kw daytime, 500 w night on 1600 kc, directional day and night.

KNAK Salt Lake City, Utah, was authorized to increase daytime power from 1 kw to 5 kw, operating on 1280 kc with 500 w night, directional night.

KUTI Yakima, Wash., was granted increase in power from 250 w to 1 kw operating on 900 kc daytime.

KCHR Charleston, Mo., was authorized to increase power from 500 w to 1 kw operating on 1350 kc daytime.

Decries "Booze" on Radio-Tv

REP. EUGENE SILER (R-Ky.) last week, in remarks on his bill (HR 4627) to prohibit liquor advertising on radio-tv, described the practice as "booze broadcasting." He said, "Booze broadcasting by tv, radio or publication is a beast and it sorely offends millions every day in the American home. It is now time to illegalize it in interstate commerce. It may be later than we think."

Supreme Court Hears Allentown-Easton Case

DIVERSIFICATION policy of the FCC reared its head in the U. S. Supreme Court last week with all indications that the justices would love to get their teeth into the issue.

The subject caused Associate Justices Frankfurter, Black and Minton to question opposing counsel and make observations regarding newspaper-owned broadcast stations.

The argument was on the FCC's appeal involving the Allentown-Easton 1230 kc case [B•T, April 4, March 7, 14].

The Commission held that the U. S. Court of Appeals in Washington was substituting its own judgment for that of the FCC when it remanded the nine-year-old 1230 kc case to the Commission.

The case began in 1946 when four applicants sought that local frequency. Grant was made to what is now WHOL Allentown in 1948 following a hearing. Easton Publishing Co. (*Easton Express*) appealed that decision and the appellate court in 1953 remanded the case to the FCC to determine which community needed the service most.

Following a second hearing in 1951, the hearing examiner issued an initial decision favoring the grant to WHOL. The FCC, however, in mid-1953 reversed the examiner and found that Easton needed a second service more than Allentown a fourth service, authorizing the grant to the *Easton Express.* WHOL appealed this decision and in August last year the appellate court again remanded the case to the FCC to weigh the comparative qualifications of the applicants as well as the needs of the two communities. The court also took the Commission to task for overruling the examiner's finding involving the candor and credibility of one of Easton Publishing Co.'s witnesses.

The Commission appealed the lower court's decision to the Supreme Court.

Argued by General Counsel Warren E. Baker, the FCC case was essentially this:

The Communications Act provides that broadcast facilities shall be equitably distributed among states and cities. The Commission deduced that Easton with only one am station needed a second radio service more than Allentown with three am services. There was no need to go into the qualifications of the contending applicants.

As to overruling the examiner, the FCC held that it was empowered to use its own judgment in drawing conclusions from the record. It held that the examiner had drawn her inferences also from the record.

The obverse of the FCC's position was taken by Donald C. Beelar, attorney for WHOL.

It was Mr. Beelar's contention, upholding the appellate court's position, that the Commission must not only weigh which community is in need of service, but also the comparative qualifications of the applicants themselves. There is no need for seven FCC commissioners, Mr. Beelar stated, to count populations and radio services to determine that one city needed another service more than a second city. He claimed the Commission glossed over such issues as monopoly and program proposals.

He argued that the Commission had no right to reverse the examiner's finding regarding the Easton witness' testimony—based on "what she heard and what she saw."

Easton, Mr. Beelar emphasized, has more than one radio service; it has one am service, two fm services, a tv service and a newspaper. The newspaper, Mr. Beelar declared, owns the tv service and one of the two fm services.

Easton Express owns WEEX-FM and WGLV (TV) Easton.

LAMB DENIES COMMUNIST ASSOCIATIONS

Broadcaster testifying for second time in seven-month FCC hearing says he was not, or does not remember being, an affiliate of the groups cited by Assistant Broadcast Bureau Chief Joseph Kittner.

EDWARD LAMB, on the stand for the second time in the seven-month-long hearing on FCC charges that he associated with communists, last week denied or expressed inability to recollect that he was affiliated with a long list of organizations submitted by Assistant Broadcast Bureau Chief Joseph Kittner.

The broadcaster-publisher won one point when William L. Patterson, former executive secretary of the International Labor Defense and now national executive secretary of the Civil Rights Congress, declared that he knew no one by the name of Edward Lamb and added: "I wouldn't know anyone in this room by this name."

Mr. Lamb was sitting in the spectators' section of the comparatively empty hearing room at the time. Earlier he had testified that he had contributed a total of $52 to the ILD in 1944 and 1946.

The Lamb hearing resumed last week before FCC Hearing Examiner Herbert Sharfman after a recess of several weeks.

Mr. Lamb is accused of having made false representations to the FCC in denying that he had consorted with communists. This Mr. Lamb has repeatedly denied.

At stake is Mr. Lamb's license for WICU (TV) Erie, Pa., and inferentially his other radio and tv holdings in Toledo, Mansfield, Ohio, and Orlando, Fla. Mr. Lamb is also the publisher of the *Erie Dispatch*.

In the course of a day long grilling regarding his identification with a host of groups in the 1930's and early '40's, it was stated that Mr. Lamb had been chairman of the Toledo chapter of the American League Against War & Fascism, and that he "more than likely" had made a 1936 speech under the sponsorship of the American Friends of the Soviet Union.

As to his membership in the National Lawyers Guild—now under fire as a communist-dominated organization—Mr. Lamb said he was "proud" of his role in founding the organization. He served as executive vice president and resigned in "1944 or 1945" after an internal battle over foreign policy, he said.

"I make no bones about it," Mr. Lamb stated. "I'm proud that it was because of fellows like myself that you had a New Deal and a Fair Deal."

In an attempt to link Mr. Lamb with the authorship of a 1936 article on Soviet women written under his byline in the communist *Daily Worker*, the Broadcast Bureau subpoenaed Mrs. Belle Sundeen, office manager of the radical newspaper. Mrs. Sundeen testified that she had no records to produce regarding that period.

Mr. Lamb had testified that he had not written the article for the *Worker*, but that it appears to have been a revision of a speech he had made on a number of occasions.

Former *Daily Worker* managing editor Louis Budenz earlier had testified that Mr. Lamb submitted the article "with a covering letter." The subpoena was an attempt by Broadcast Bureau attorneys to discover that letter.

Also subpoenaed and on the stand last week was Abner Green, executive secretary of the American Committee for the Protection of the Foreign Born. He submitted documents and pamphlets which listed Mr. Lamb as vice president of the organization. Mr. Lamb said he had not consented to the use of his name.

The issuance of the subpoenas brought a charge of "fishing expedition" from Russell M. Brown, Mr. Lamb's attorney. A protracted legal wrangle developed among opposing counsel, causing Examiner Sharfman to comment: "I suppose that somehow, some way we're going to get around to the issues in this case."

During the course of the last week's hearing, Mr. Lamb implied he was not supported by the broadcasting industry in his fight.

He said there is no "strong trade association in the broadcasting industry to fight for freedom of the air."

"Every broadcaster in the United States favors our side and the freedoms we are defending," he said.

"If there were a strong broadcasters' association," he added, "it could speak for the whole industry."

Mr. Lamb said further that if a newspaper was involved in a similar inquiry every publisher in the country would "quickly raise his voice to defend" press freedom.

Mr. Lamb is a member of NARTB, he told reporters.

At another point in last week's proceedings, Mr. Lamb defended his philosophy as a "liberal, forward-looking American." He said he was for a "liberal, progressive America and I am opposed to communism." He said that although he was against the draft in 1940, he was now for a system of universal military service.

Mr. Lamb's son, serving in the U. S. Army, was in the hearing room at the time.

Gross Permitted to Make Public Offering of Stock

PERMISSION to reduce his holdings in WJIM-AM-FM Lansing, Mich., to 51.5% in order to make a public offering of the remaining 48.5% stock was granted by the FCC last week to Harold F. Gross, owner of Gross Telecasting Inc., licensee of the WJIM stations. Two commissioners dissented.

The transfer of corporate control involves Mr. Gross and family reducing their holdings to the 51.5% share, with the remainder, 193,000 shares, to be issued to the public [B•T, March 28].

Comr. Robert T. Bartley in his dissent calling for a hearing expressed concern "lest the rights of unknown minority stockholders interfere with the prime responsibility of the licensee to render a public service, as contracted with the officers' responsibility to public stockholders unfamiliar with the obligations of a broadcast licensee." Comr. Frieda B. Hennock also dissented.

WJIM, established in 1934, operates on 1240 kc with 250 w, and its affiliated with NBC and ABC. WJIM-TV, which began operating on ch. 6 in 1950, is affiliated with NBC, CBS and ABC. Both stations are represented by Edward Petry & Co.

FCC Rescinds Approval Of Wisconsin Tv Merger

FCC last week called off the merger approval granted ch. 5 WFRV-TV Green Bay and ch. 42 WNAM-TV Neenah-Menasha, Wis., last February [B•T, Feb. 28] and set for oral argument April 29 the protest of ch. 11 WMBV-TV Marinette, Wis.

The Marinette station accused the merged Green Bay-Neenah-Menasha station of harassment and of trafficking in permits. It also claimed that WFRV-TV had taken the ABC affiliation away and was angling for the NBC affiliation now held by WMBV-TV.

Under the merger agreement, control of WFRV-TV was transferred from Clayton Ewing and associates to the Neenah-Menasha owners (Samuel N. Pickard and associates), with Mr. Ewing and associates retaining 41%. WNAM-TV's permit was surrendered.

The new owners planned to operate the ch. 5 station from the Neenah studios of the defunct WNAM-TV, with transmitter facilities near Green Bay. WNAM-TV had been on the air, but ceased operation early this year.

When the Commission approved the merger agreement, it also granted WFRV-TV a six-month extension for completion of construction and permitted a move to its studio to the transmitter site.

Four Station Sales Up for FCC Approval

APPLICATIONS seeking FCC approval to the sales of KOLN Lincoln, Neb., KROY Sacramento, Calif., WARM-AM-TV Scranton, Pa., and WLFH Little Falls, N. Y., were filed last week.

KOLN was sold by Cornhusker Radio & Tv Co. for $120,000 to Robert W. Frudeger, vice president and general manager of WGIL Galesburg, Ill., and executive advertising director of *Galesburg Daily Register Mail*. Gerard B. McDermott, owner of KBUR Burlington, Iowa, will be associated with Mr. Frudeger in operating the station.

Cornhusker Radio & Tv also operates ch. 10 KOLN-TV and is owned by John E. Fetzer. Mr. Fetzer also owns WKZO-AM-TV Kalamazoo, Mich., WJEF-AM-FM Grand Rapids, Mich., and one-third of WMBD-AM-FM Peoria, Ill. Mr. Fetzer is selling KOLN in order to devote all his energies to tv, the application reported.

Cornhusker Radio & Tv balance sheet as of Jan. 31, 1955, listed total current assets as $40,011 with total assets as $313,210. Total current liabilities were reported as $155,612 and a deficit of $776,501.

At Sacramento, 80% interest in KROY was purchased by Robert W. Dumm. Total purchase price is $97,500, with $40,000 of this in obligations owed selling stockholders C. L. McCarthy, George H. Lips, John F. Malloy and Eleanor J. Fidler.

Mr. Dumm is vice president of Sacramento Broadcasters Inc., operator of KXOA Sacramento and applicant for new tv station on ch. 3 there. FCC hearing examiner's initial decision last June recommended denial of the tv bid and favored the competing bid of KCRA there, and now awaits the Commission's final decision.

KROY balance sheet as of March 31, 1955, listed its total current assets as $62,808, with total assets as $201,230. KROY reported its total liabilities as $106,609 with a deficit of $9,379.

At Scranton, control of WARM-AM-TV was transfered from Martin F. Memolo to William W. Scranton. Mr. Scranton, vice president and treasurer of the stations, purchases an additional 740 shares for $74,000 and will now own approximately 79% of the stations. Mr. Memolo, president of the stations, purchases an additional 84 shares for $8,400 and will now own approximately 20% interest.

WARM-AM-TV's balance sheet as of Dec. 31, 1954, reported total current assets as $63,-907 with total assets as $599,478. Total current liabilities were listed as $112,700 with total liabilities as $683,834. Earned surplus as of



*New report, March 15, 1955

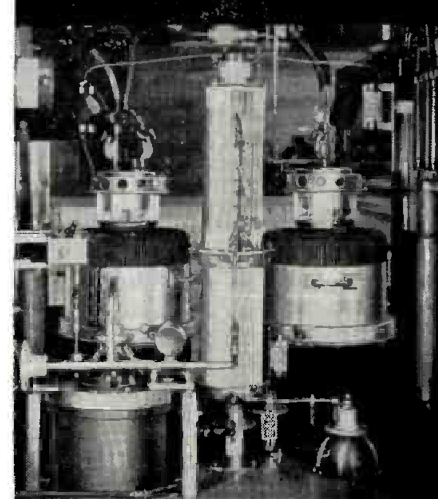
Says T. C. Kenney, Chief Engineer of Station KDKA;

"Both RCA-5671 power triodes in our 50-KW P.A. have now logged over 62,000 hours each since we first placed them in service more than seven years ago. And they are performing just as satisfactorily now as they did then."

RCA-5671 is just one of many RCA types delivering "long-life" performance in broadcast transmitters throughout the country. Broadcasters appreciate the extra dividends that RCA power tubes can give them—in lower capital investment per hour of tube performance—minimum "down-time"—more stable operation.

Your local RCA Tube Distributor is always ready to fill your tube requirements promptly. Just pick up the phone and call him. You'll like his dependable service.

KDKA's 50-KW AM power amplifier, using two RCA-5671's



RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N. J.

Jan. 1, 1954, was listed as $54,099 with the 1954 operating deficit as $215,517.

WLFH was sold by M. Robert and Arthur S. Feldman for $30,000 to Walter T. Gaines, vice president-general manager and 6% stockholder of WCSS Amsterdam, N. Y.

Meanwhile, the balance sheet of WSLI-AM-TV Jackson, Miss., submitted with its application for FCC approval of its consolidation with WJTV (TV) there [B•T, April 18] reported its total current assets as $92,520 with its total assets as $667,935. Total current liabilities were reported as $361,994 with long term liabilities as $168,278. Profits from radio were listed as $4,519 and from tv $19,428. Surplus of $127,-571 was reported.

Commercial Time Limit Sought by House Bill

A BILL to limit the proportion of commercial time on radio and tv programs was introduced last week by Rep. John W. Heselton (R-Mass.), a member of the House Commerce Committee.

Rep. Heselton's bill (HR 5741) would require the FCC to prescribe "appropriate regulations, applicable to licensees, program sponsors, and others, to insure that, of the total amount of time available for any radio or television program, the proportion of such time which is devoted to advertising shall not be excessive." The bill would be added to Sec. 330 of the Communications Act.

In a statement about his bill, Rep. Heselton said that "repetitious monotonous, excessively long advertising is doing a disservice" to stations, program sponsors and "the advertisers themselves."

He said his conversations with many people indicate radio and "particularly television" advertising "has reached a point where it is outraging the patrons of those programs."

He said some persons have told him they are now making it a "positive rule not to purchase any product that is the subject of this obnoxious advertising."

Rep. Heselton said he regretted that "it seems impossible to devise regulations which would prohibit the idiotic repetition of advertising, but I do hope that the filing of this bill and action on it will point up to those responsible the necessity of exercising some intelligent care in the programming of advertising."

Reynolds Replies to FCC's Suspending Sale Approvals

REPLY to the FCC's action two weeks ago suspending its approval of the sale of KORK Las Vegas and KOLO Reno to publisher-broadcaster Donald W. Reynolds [B•T, April 18] was filed by Mr. Reynolds last week.

The Commission suspended the approvals pending further study of charges brought by KLAS-TV Las Vegas that Mr. Reynolds was using joint rates for his KLRJ-TV Henderson (Las Vegas) and KZTV (TV) Reno after he had told the Commission he did not intend to. KLAS-TV also alleged that promotion-merchandising aids with the Reynolds-owned *Las Vegas Review Journal* and the two tv stations were being offered.

Mr. Reynolds told the Commission that the volume discounts (25% for the use of both tv stations) had been discontinued. He said he had not realized that a "parenthetical" remark was to be taken at full value. The *Review Journal,* he said, had "bent over backwards" to be fair to KLAS-TV. He said the newspaper charged for radio logs, but that when KLAS-TV refused to pay, the newspaper consented to run them free.

Seven Stations Sales Get FCC Approval

SALES receiving FCC approval last week included WNEX-TV Macon, Ga., WLOH Princeton, W. Va., and WMAW Green Bay, Wis.

WNEX-TV was sold by Macon Television Co. to E. K. Cargill, former WMAZ Macon executive and theatre owner and J. C. Barnes Sr., Texas oilman. Purchase price was $1 plus assumption of $260,000 in obligations consisting of $185,000 long term and $75,000 accounts payable.

WLOH Princeton, was sold by Mountain Broadcasting Service for $65,000 to Robert L. Harrison, former 20% partner of KCRV Caruthersville, Mo. Approval to the purchase of Mr. Harrison's interest by remaining partners J. E. Taylor and Walter Y. Cleveland for $19,800 also received FCC approval last week.

At Green Bay, WMAW was sold by Green Bay Broadcasting Co. for $22,000 to Men-Mar Broadcasting Corp. Principal stockholders of Men-Mar are Vernon H. Uecker (27%), WMAW general manager and L. B. Koesling (27%), WMAW announcer-engineer.

Other sales receiving FCC approval last week include:

KBTO El Dorado, Kan.—Sale of 5/6 interest by O. A. Tedrick to five others for $18,600.

KGRH Fayetteville, Ark.—Sale of 36% interest by Fayetteville Broadcasting Co. for $25,200 to Hal Douglas, executive vice president of the station.

WCBR Memphis, Tenn.—Sale of 58% interest by Chickasaw Broadcasting Co. to Jeffrey B. Crawford in payment of $25,500 indebtedness. Mr. Crawford is owner of Memphis Music Equipment Co., radio system.

Natvig Perjury Trial Postponed Until May 3

PERJURY trial of Mrs. Marie Natvig, turn-about witness in the Edward Lamb case, was postponed from April 25 to May 3 by U. S. District Judge Alexander Holtzoff in Washington last week. The postponement was on a plea by Mrs. Natvig's Legal Aid Society attorney for more time to prepare their case.

Judge Holtzoff also dismissed as "repetitious," two of the nine perjury counts handed down by the Grand Jury last month.

Mrs. Natvig originally accused Mr. Lamb of Red associations in testimony before FCC Hearing Examiner Herbert Sharfman. Subsequently she retracted her testimony, charging she had been coerced into giving it by FCC attorneys.

Senate Probe of Tv Troubles May Not Start Before June

THERE were indications last week that the Senate Commerce Committee's planned hearings in its probe of 'networks and uhf-vhf troubles will not get underway until about June 1.

This was the impression received by a group of broadcasters which met with Senate Majority Leader Lyndon B. Johnson (D-Tex.) last Monday afternoon and with the FCC that evening. The group also understood that the FCC hopes to get its own planned investigation started by June 1, if the Commission gets its funds by that time. The Independent Offices Appropriations Bill, which earmarks $80,000 for the hoped-for FCC study of networks and the broadcasting industry, has passed the House and now is in the Senate Appropriations Committee where hearings on the measure begin May 2.

The broadcaster group, sparked by P. A. Sugg, WKY-TV Oklahoma City [CLOSED CIRCUIT, April 11], was a cross-section of tv broadcasters affiliated with all networks. The two Monday sessions were of the informal, get-acquainted type.

There were other indications that it may be June 1 before the Senate Commerce Committee hearings, which begin with the FCC, get started. Sidney Davis, who will head the investigation as Democratic counsel, has said he still is assembling a staff and familiarizing himself with communications problems. And the appointment of a Republican counsel was made only last week (see story, page 73).

Loser WTSP Files Brief Appealing Ch. 8 Decision

FAILURE of the FCC to give major weight to local ownership, integration of ownership with management and participation in civic affairs in the grant of Tampa-St. Petersburg ch. 8 to WFLA-*Tampa Tribune* last year [B•T, Aug 9, 1954] has been questioned by unsuccessful WTSP St. Petersburg.

WTSP, owned by Nelson Poynter (St. Petersburg *Times*), said that the factor of local ownership and integration had always been a major issue in broadcast hearings. It said that the FCC's ruling was a departure from established policy.

The attack on the FCC ch. 8 decision was contained in a brief filed by WTSP in the U. S. Court of Appeals in Washington. WTSP is represented by Telford Taylor, former FCC general counsel, and Neville Miller.

The Commission finding that WFLA promised better local live programming, which it held to be significant, WTSP said, was "superficial, temporary and unimportant."

WTSP claimed the FCC should have denied WFLA on the ground of absentee ownership. It said that WFLA was owned by families living in Richmond, Chicago and New York, and that the newspaper and the broadcast stations were operated by employes.

The grant to WFLA was made by four members of the Commission, WTSP pointed out, with Comrs. Robert T. Bartley and Edward M. Webster voting for WTSP, and Comr. Hennock for Tampa Bay Area Telecasting Corp.

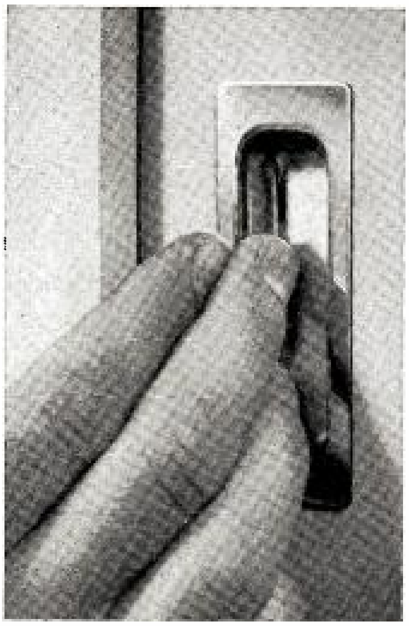
Admiral Denies Charges Of Misleading Advertising

ADMIRAL Corp. last week flatly denied charges by the Federal Trade Commission that it made false claims in advertising its 21-inch tv picture tube.

The FTC complaint, issued April 1, alleged that Admiral was misrepresenting on radio, tv and other media when it stated that its "giant 21-inch picture tube" provides 20% more screen area than other 21-inch tv sets. Last week Admiral asserted that the screen area of its tv receivers equipped with this tube is 20% larger than the area of many receivers made by competitors and equipped with other 21-inch tubes.

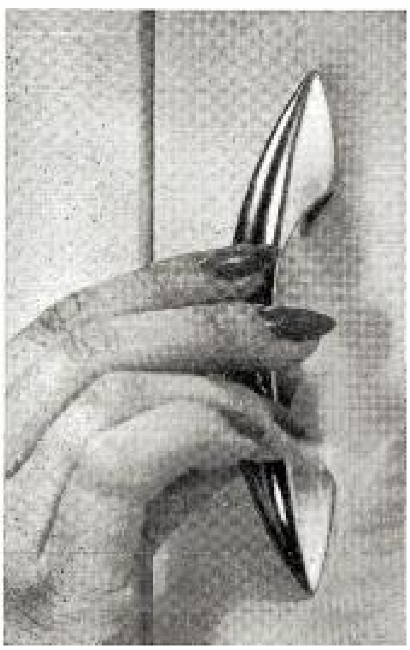
The company also said that the complaint failed to state unfair and deceptive acts and practices and unfair methods of competition in commerce within the meanings of the FTC act.

Admiral sponsors *Life Is Worth Living* on DuMont Tv Network (Tuesdays, 8 to 8:30 p.m.). In 1954 it spent $1,028,876 in network tv and $151,516 in network radio, according to Publishers Information Bureau figures.









Better Brass Products—
Brighter Brass Products—
Thanks to ***FORMBRITE***

Manufacturer and consumer — everybody takes a "shine" to Formbrite,® the new drawing brass developed and sold by The American Brass Company, an Anaconda subsidiary.

To manufacturers, Formbrite means savings in production costs as it can be polished *in as little as half the time* it takes to polish ordinary drawing brass. In addition, Formbrite costs no more . . . yet is stronger, stiffer, "springier" — qualities which are important in stamped or drawn products.

To the consumer, Formbrite means more attractive and more lustrous brass products — products that are more scratch-resistant, too.

Formbrite is the result of special rolling and annealing processes which produce a superfine grain structure in the brass. It's another good example of the way Anaconda is working to serve American industry.

54293A

ANACONDA
COPPER MINING COMPANY

The American Brass Company
Anaconda Wire & Cable Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company
Anaconda Aluminum Company
Anaconda Sales Company
International Smelting and Refining Company

If you are interested in learning more about Formbrite, write to The American Brass Company, General Offices, Waterbury 20, Connecticut.

ANNUAL AWARDS ANNOUNCED BY SDX

Heading the radio-tv list are Chapman, KWOS; Allen, WGN-AM-TV, and Frank, NBC.

SIGMA DELTA CHI Awards for distinguished service in journalism were announced in Washington last Wednesday at a meeting of the SDX executive committee at the Mayflower Hotel. Presentation of the awards will be made May 17 at the Waldorf-Astoria Hotel in New York.

Richard A. Chapman of KWOS Jefferson City, Mo., and Spencer Allen of WGN-AM-TV Chicago received dual awards in the radio and television reporting category. Mr. Chapman was cited for his coverage of an outbreak at Missouri's state prison. Mr. Allen received the award for a "notable weekend of emergency coverage by television" of the impending flood in October.

Reuven Frank of NBC won the award in the television newswriting group for his script "The Road to Spandau," a story of the prison life of Hitler's chief partners.

Other award winners in the radio-tv field were: CBS, for distinguished public service in radio journalism for its "Babies, C.O.D.," a program dealing with black market babies; ABC-TV and DuMont Tv Network (a dual award), for public service in tv journalism for live coverage of the public hearings of the Senate Permanent Investigations subcommittee into the conflicting charges made by the Dept. of the Army officials and Sen. Joseph R. McCarthy (R-Wis.), subcommittee chairman. In praising the networks for "an estimated 186 hours of on-the-spot visual reporting of the controversy," the citation singled out the networks for "the highest public spirited motives by cancelling morning and afternoon programs and assigning their full facilities to live coverage of the hearings. . . ."

SDX ESTABLISHES NEW AWARD GROUP

A NEW CATEGORY of radio and television awards to be made to undergraduates for excellence in radio and television reporting, radio or television newswriting or commentary, and public service in radio or television journalism was established by the Executive Council of Sigma Delta Chi at its meeting in Washington last Wednesday.

Under consideration since 1954, the awards will parallel those made by the national journalistic fraternity in the professional field. The board simultaneously voted to recognize the advances made by television in the news field by authorizing a separate award for television reporting, effective next year. The new undergraduate awards will become effective next fall and cover the academic year 1955-56.

The award categories adopted for undergraduates are as follows:

Radio reporting: For the most distinguished example of spot news reporting of a single news event. (Script and tape recording required.)

Television reporting: For the most distinguished example of spot news reporting of a single news event telecast during the year. (Nomination must include script, plus film or kinescope recording of event. Award will be made only if there are a minimum of six entries in this category.)

Radio or television newswriting or commentary: For the most distinguished example of newswriting or commentary on a single news event or sequence of related events for radio or television. Nomination must include script and tape recording (and any still pictures and film or kinescope recording in the case of television entries).

Public service in radio or television journalism: For an outstanding example of public service through radio or television journalism. (Nomination must include radio script and tape recording; television entries must include script, film or kinescope recording.)

Members of the committee which drafted the report recommending the awards were Marvin H. Alisky, Dept. of Journalism, Indiana U., Bloomington; Richard B. Hull, director, WOI-TV (Iowa State College) Ames; William B. Ray, manager, news and special events, Central Div., NBC Chicago, and Sol Taishoff, editor and publisher, B•T (chairman).

Headliners Awards Names Seven Winners in Radio, Tv

RADIO AND TV have received seven of the 20 National Headliners Club awards, presented yearly for journalistic achievement in newspaper, news magazine, radio, television and newsreel reporting. The awards are sponsored by the Press Club of Atlantic City, N. J. Winners were announced April 15.

Radio-tv winners and categories:

(1) KLZ-TV Denver, Colo., outstanding public service by a tv station, for *Blueprint for Disaster*, dramatic presentation showing the damage by dust storms and tornadoes.

(2) NBC and News Director William R. McAndrew, outstanding radio network news broadcasting, for *Heart of the News* program.

(3) WLS Chicago and Bill Small, director of news, consistently outstanding news reporting by a radio station.

(4) ABC and DuMont Tv Network, outstanding network tv coverage of a news event, for coverage of the Army-McCarthy hearings.

(5) WPIX (TV) New York and John Tillman, news announcer, outstanding local tv coverage of news events.

(6) WBZ-TV Boston, dramatic presentation and coverage of a spot news event, for photography and editing of the story on hurricanes Carol and Edna.

(7) KARK-TV Little Rock, Ark., and cameramen Chris Button and Lou Oberste, added Headliner medal, for courageous coverage of the slaying of an escaped mental patient.

Peabody Awards Presented To 13 Winners in New York

THE George Foster Peabody Awards [B•T, April 11] were presented to the 13 winners at the Radio & Television Executives Society luncheon held last Wednesday at the Hotel Roosevelt in New York.

John E. Drewry, dean of the Henry W. Grady School of Journalism, U. of Georgia, which administers the awards, presented them, noting that "good program and good business go hand in hand." Bennett Cerf, publisher, radio-tv panelist and author, was master of ceremonies.

Winners and categories of the Peabody awards include: radio-television news, John Daly, ABC; television entertainment, George Gobel, NBC; television education, *Adventure*, CBS; television special awards, *Omnibus*, CBS, and *The Search*, CBS; television youth and children's programs, *Disneyland*, ABC; television national public service, *Industry on Parade*, National Assn. of Mfrs.

Also, television national public service, WJAR-TV Providence for Hurricane Carol; radio entertainment, *Conversation*, NBC; radio education, *Man's Right to Knowledge*, CBS; radio contribution to international understanding, *Pauline Frederick at the UN*, NBC; radio local public service, KGAK Gallup, N. M., for *The Navajo Hour*, and radio music (a special citation), Boris Goldovsky (Metropolitan Opera), ABC.


W. R. McAndrew
NBC News Director


Sheldon Peterson
KLZ-TV News Chief


John Daly
ABC-TV News VP


Ted Bergmann
DuMont Managing Dir.


John Tillman
WPIX News Announcer


F. E. Whitmarsh
WBZ-TV News Dir.


Louis Oberste Jr.
KARK-TV Newsman


Chris Button
KARK-TV Cameraman

Va. AP Gives Award For WTAR Coverage

CLAYTON EDWARDS, WTAR Norfolk, Va., was presented with the WDBJ Cup for the best news protection of the Associated Press by a radio member as the Virginia Associated Press Broadcasters gave awards to 19 radio stations at its awards banquet April 15 in the National Press Club, Washington. Other awards:

Commentary: metropolitan stations — Earl Hague, WPIK Alexandria; Walter Crockett, WCYB Bristol and Bill Montgomery, WNOR Norfolk. Non-metropolitan stations—Bob Bradford, WREL Lexington; A. L. Drew, WEVA Emporia; David Taylor, WRIC Richlands and Don Greene, WSVS Crewe.

Comprehensive: metropolitan—Jim Wooddell, WTON Staunton; Don Murray, WDBJ Roanoke; Ed Travis, WGH Newport News and Roger Mudd, WRNL Richmond. Non-metropolitan—Bob Bradford, WREL Lexington; Don Greene, WSVS Crewe; A. L. Drew, WEVA Emporia and Lee Mills, WRAD Radford.

Sports: metropolitan—Josh Barry, WNOR Norfolk; Bob Sterrett, WTON Staunton; Frank Messer, WRNL Richmond and Bill Diehl, WGH Newport News. Non-metropolitan — George Mizelle, WMEV Marion; Lindy M. Seamon, WRIC Richlands; Bob Mitchell, WRAD Radford and Don Greene, WSVS Crewe.

State and local: metropolitan—Roger Mudd, WRNL Richmond; Josh Barry, WNOR Norfolk; John Patterson, WDBJ Roanoke and Douglas Boy, WCYB Bristol. Non-metropolitan—Don Greene, WSVS Crewe; Bob Bradford, WREL Lexington; Earl Hundley, WLPM Suffolk and Bryan McMurry, WMEV Marion.

Farm news: metropolitan—Glen Howell, WSLS Roanoke; Bob Debardelaben, WRNL Richmond; Bob Sterrett, WTON Staunton and Dick Morgan, WDBJ Roanoke. Non-metropolitan—L. E. Pettyjohn, WLPM Suffolk; Farm News Dept., WSVS Crewe; Tom Gannaway, WRAD Radford and H. B. Eller, WMEV Marion.

Women's news: metropolitan—Mildred Alexander, WTAR Norfolk; Betty Bond, WSLS Roanoke; Alice Friberg, WCYB Bristol and Barbara Harding Zimmerman, WMVA Martinsville. Non-metropolitan—Sallie Whitlock, WEVA Emporia and Karle Bundy, WMEV Marion.

Hillman Awards Presented

LUNCHEON at which Sidney Hillman Foundation awards were presented for outstanding work in radio, television, journalism, magazine and book fields in 1954 was held last Wednesday at the Biltmore Hotel, New York. Eric Sevareid, who was principal speaker at the ceremonies, also received the $500 award in tv for telecasts on CBS-TV concerned with the Oppenheimer case and the race riots at the Trumbull Park development in Chicago.

A special citation was presented to WNYC New York for its public service programs.

Sarnoff Given Masonic Award

BRIG. GEN. DAVID SARNOFF, chairman of the board of RCA and NBC, has been chosen "Masonic Man of the Year" and will receive the 17th Grand Lodge Medal May 2.

DAR Honors 'You Are There'

CBS-TV's *You Are There* was presented with the first tv award ever made by the Daughters of the American Revolution which convened in Washington last week. Selection was on the basis of historical appreciation, educational training and pratriotic service.

'STUDIO BOXERS' FACING BOYCOTT

Participants in WEWS (TV) Cleveland studio fights are warned they will be barred from regular boxing engagements. Ohio Congressman William Minshall asks Justice Dept. and FCC to look into the threats.

A MAJOR DISPUTE has developed between the International Boxing Guild and professional fighters who have participated in boxing matches originated from WEWS (TV) Cleveland studios. Threats allegedly have been received by the fighters taking part in WEWS cards informing them they would be barred from regular engagements. Rep. William Minshall (R-Ohio) has asked the Justice Dept. and the FCC to look into the matter. The IBG is said to be opposed to tv-only fights.

According to a WEWS spokesman, The *Cleveland News* two weeks ago printed a telegram signed by Detroit fight manager and IBG member Jack Laken which indicated manager Jack Carpenter and bantam weight Jesse Rodrigues would lose other fight engagements if they participated in the WEWS card. Mr. Rodrigues' contract for a subsequent match in California was cancelled after he went ahead on the WEWS program it was said. David Ott, chairman of the Cleveland Boxing Commission, announced he would ask for Mr. Laken's nationwide suspension. Akron manager Billy Butler, whose fighters have participated in WEWS cards, has been told his fighters are barred from a regular May 1 fight show in Akron, according to WEWS.

A group of 10 managers in the Cleveland area met last Wednesday to organize an independent managers guild to protest the IBG ruling that studio fights are "outlawed."

The WEWS fights, staged under the official sanction of the Cleveland Boxing Commission, take place in the station's studios and are expressly for home viewers with about 100 guests of the sponsor admitted free to provide a crowd atmosphere. Herman Spero, tv producer who packages the fights for Pilsener Brewing Co., through Clifford Kroening Agency, said he doesn't understand why the IBG is against the fights except that he has been told by local guild officers "New York is against it."

Half Off for Politicos

KXLY-TV Spokane, Wash., last week announced that it is cutting its usual rates by 50% for qualified political candidates running for office.

In releasing the news, Richard E. Jones, vice president and general manager of the outlet, said "There is no question in our minds that qualified political candidates in many instances just cannot afford tv. Certainly it appears that a man sincerely seeking public office should not be denied the use of the greatest medium yet devised for dissemination of news, education, entertainment or political viewpoints. . . . We believe we are contributing to the interests of the community we serve and the American system."

25 Programs Available, QRG Catalog Shows

QUALITY RADIO GROUP is set to unveil its catalog of more than 25 "custom-built" program packages to national agencies and advertisers this week.



MR. NOVAK

William B. Ryan, executive vice president of Quality, announced the availability of the catalog today (Monday), and affirmed his conviction that "realistic advertising in the radio medium does not need tremendous budgets." He contended that "the right program, coupled with the right circulation, is the only sound method by which an advertiser can do a sales job in today's radio markets.

Mr. Ryan also announced the appointment of Bob Novak as program director of the Quality Radio Group. Mr. Novak has been in radio production work for some 20 years and most recently served as head of talent and the program department for the March of Dimes. Previously he had been producer-director for Mutual's *B-Bar Ranch* and *Gabby Hayes*.

Quality Radio Group was organized last September as a cooperative tape programming project by a score of leading "power" stations and is designed to aggressively sell nighttime radio on a national basis to national advertisers [B•T, Sept. 6, 1954]. It currently has a membership of 36 stations.

KFDM-TV Goes on Air As First Beaumont Vhf

KFDM-TV Beaumont, Tex., the second tv station there, was scheduled to begin commercial programming yesterday (Sunday). The ch. 6 station, Beaumont's first vhf, will be affiliated with CBS and represented by Free & Peters Inc. D. A. Cannan is president and C. B. Locke executive vice president of licensee Beaumont Broadcasting Corp. (KFDM).

Two new tv stations have reported construction progress:

WJRT (TV) Flint, Mich., expects to begin operations this summer, it was announced last week by John F. Patt, president, following FCC approval a fortnight ago to locate its transmitter site 20 miles northwest of Flint [B•T, April 18]. The tv outlet operates on ch. 12 and is owned by WJR Detroit. Construction of the transmitter and 1,000-ft. tower will begin immediately, Mr. Patt said. A 50-kw RCA transmitter already is on hand.

KCRA-TV Sacramento, Calif. (ch. 6), has set Sept. 1 as target date for start of regular programming. Affiliation negotiations are underway with NBC, ABC and DuMont. KCRA has been an NBC affililiate for 10 years and is represented by Robert Meeker Assoc.

Herndon Leaves KTRH, Will Manage KMID-TV

RAY HERNDON, manager of KTRH Houston, Tex., has announced his resignation from that post effective today (Mon.). He is assuming the position of manager of KMID-TV Midland, Tex.



MR. HERNDON

Mr. Herndon, who began his broadcasting career in 1933 with KPRC Houston, has been KTRH manager since 1948. He is a past director of the Texas Assn. of Broadcasters, has served on the CBS Radio affiliates committee for rate stabilization and is now coordinating chairman of broadcast communications for Civil Defense in the Houston area.

WHAM, Representative Confer

SALES EXECUTIVES and personalities of WHAM-AM-TV Rochester put on a "live" sales presentation for sales officials of the Hollingbery Co., the stations' national representatives, at a one-day meeting April 14 in Rochester.

William H. Fay, vice president and general manager of the broadcast division of the Stromberg-Carlson Co., described the meeting as "a top-level, shirt-sleeve working session." He said past performances and future plans were discussed. More than 50 WHAM-TV-AM officials and personalities and Hollingbery executives took part in the meeting.

Wm. Kaland Appointed To WBC Program Post

APPOINTMENT of William Kaland, formerly director of programs of WNEW New York, as assistant national program director of the Westinghouse Broadcasting Co., effective today (Monday), was announced last week by Richard M. Pack, WBC national program manager. Mr. Kaland will make his headquarters in the company's New York office.


MR. KALAND

The appointment was said to be in line with WBC's "continuing emphasis on program structure." Mr. Kaland will work with the company's four tv stations (WBZ-TV Boston, WPTZ [TV] Philadelphia, KDKA-TV Pittsburgh and KPIX [TV] San Francisco) and five radio stations (WBZ-WBZA Boston-Springfield, KYW Philadelphia, KDKA Pittsburgh, WOWO Fort Wayne and KEX Portland, Ore.).

Philadelphia Stations Cover Narcotics Raid

RADIO AND TV stations in Philadelphia were afforded first hand coverage of the city's largest narcotics raid last week when local police permitted full news coverage of the action.

Stations, along with other news media, were briefed on the impending raid about three days beforehand. No breach of confidence was reported.

The city-wide roundup took place last Wednesday between 3 a.m. and 6 a.m. WPTZ (TV), under news supervisor Ernie Leiss, shot 1,200 ft. of sound-on-film—a vivid account including shots of narcotics victims with punctured arms. Part of the film was used for regular newscasts beginning that morning. At 3 p.m. WPTZ put together a half-hour documentary titled *Operation Narcotics*. Newscaster Taylor Grant teamed with District Attorney Stanley Dash in the narration.

Philadelphia's other tv stations—WCAU-TV and WFIL-TV—used film clips in their news shows, it was reported.

Radio station KYW flashed the news to listeners from reports phoned in by newsman Paul Taylor. Mr. Taylor and newsmen from other radio stations tape recorded the action.

Tv Representative Formed

ESTABLISHMENT of a regional tv representative office at 517 Northwestern Bank Bldg., Minneapolis, was announced last week by Harry S. Hyett, former general manager of WEAU-AM-FM-TV Eau Claire, Wis. The firm will represent KDAL-TV Duluth, Minn.; KFYR-TV Bismarck, N. D.; KROC-TV Rochester, Minn., and WBAY-TV Green Bay, Wis., with other stations to be added shortly, according to Mr. Hyett. Mr. Hyett served previously with WMFG Hibbing, Minn.


MR. HYETT



Philco 16MM CineScanner



"State of the Union"



"Dragnet"

PHILCO®

FEATURES

- Provides preview—exclusive with Philco.
- Available in 16MM and 35MM models.
- Quiet, continuous film motion—no intermittent mechanism to cause film wear and damage.
- Cold light source—no burning or discoloring of film.
- Instantaneous run-up with provision for quick starts, stop and reversal.
- Highest quality reproduction in monochrome and color.

PHILCO REGIONAL OFFICES

Chicago 11, Illinois
666 Lake Shore Drive

San Francisco 4, Calif.
650 Russ Building

Los Angeles 25, Calif.
10589 Santa Monica Boulevard

Dallas 1, Texas
201 Southland Life Bldg.

Washington 6, D.C.
744 Jackson Place, N. W.

Dayton 2, Ohio
Talbott Bldg., 1st & Ludlow Sts.



"Lady in the Dark"

"Babes in Toyland"

CineScanner

. . . film "star" of network color shows!

Over and over, the Philco CineScanner continues to prove itself the star performer on top-notch network shows: Transforming scenes-on-film to bright, crisp, steady pictures in rich full color . . . with unequaled simplicity and dependability!

CineScanner employs the simplest film telecasting technique known. There are no problems of shading or color registration. In fact, color registration insurance is actually built in!

Here's how CineScanner works:

A dependable cathode ray tube projects bright "cold" light through the film on to low cost, non-synchronous pickup tubes. Simultaneously, these tubes generate signals for the red, green and blue images—all from a single scanning tube! Operation is simple and direct. Costly camera tubes are eliminated. Perfect registration is assured.

CineScanner has other exclusive advantages. A continuous-motion film transport mechanism designed by Philco and built by the Mitchell Camera Company eliminates mechanical shutters and noisy film-damaging intermittents. The film can be started, stopped—run forward and backward—instantaneously!

Install the Philco CineScanner and enjoy this simple, practical way of film telecasting. You can start today in monochrome . . . convert tomorrow to color with a simple conversion kit.

For complete information write Dept. BT

PHILCO CORPORATION

GOVERNMENT AND INDUSTRIAL DIVISION

PHILADELPHIA 44 PENNSYLVANIA

PHILCO Famous for QUALITY the World Over

KRNT-AM-TV Appoints Covey

APPOINTMENT of Richard H. Covey as program director of the combined operations of KRNT Des Moines, Iowa, and the forthcoming KRNT-TV there has been announced by Robert W. Dillon, general manager.

Joe G. Hudgens was named assistant program director of the combined operation.

Mr. Covey, program director of KRNT since



MR. COVEY



MR. HUDGENS

1950 and long associated with the station, will concentrate on television. Mr. Hudgens, promotion manager of KRNT for the past eight years, will be active mainly in radio. He also will supervise station promotion and advertising. KRNT-TV expects to be on the air Aug. 1.

KCSJ-AM-TV's Kahle Resigns

DOUGLAS D. KAHLE, president-general manager of the Star Broadcasting Co., operator of KCSJ-AM-TV Pueblo, Colo., announced his resignation April 15, effective that date. Ray J. Williams has been elected to succeed him.

Mr. Kahle said he was resigning to devote full time to private business interests, among which are several Muzak franchise operations. Mr. Kahle, former majority owner of the stations, sold his interest last October to Bankers Life & Casualty Co. [B•T, Oct. 4, 1954].

A-K Inc. Promotes Neihengen

PROMOTION of Raymond M. Neihengen from tv sales staff to sales manager of the Chicago office of Avery-Knodel Inc. was announced last week by J. W. (Bill) Knodel, partner and Chicago manager of the radio-tv station representative firm. Mr. Neihengen has been with Avery-Knodel since May 1954 and previously worked in radio sales at Free & Peters Inc. for about nine years.

STATION PEOPLE

Neil Terrell appointed acting general manager, WBSC Bennettsville, S. C., succeeding **W. G. Hazel,** on leave of absence.



MR. TERRELL

James T. Butler, sales manager, WSIV Pekin, Ill., appointed assistant manager, WIRL Peoria, Ill.

Lola Spitz, executive secretary and women's program director, KIWW San Antonio, Tex., named assistant station manager and assistant to general manager.

Roland Dumas, WMAS Springfield, Mass., named program director.

Roy George, former program director, KRLD-AM-FM-TV Dallas, Tex., appointed program director, KWFT-AM-TV Wichita Falls, Tex.

SAG RULE FORBIDS NO PAY APPEARANCE

Move is aimed at tv film programs using actors for so-called 'interviews'.

TO CORRECT what Screen Actors Guild terms abuses arising from free appearances of actors in "interviews" on commercially-sponsored tv film programs, SAG members were forbidden last week to appear on such programs "without compensation, or for an amount . . . substantially below the member's usual tv film salary."

Hollywood Guild spokesman told B•T the ruling, unanimously adopted by the SAG board, is not aimed at program series which "occasionally" use actor guests. Instead, it is directed against "series which are designed to utilize the free services of actors."

Usually reliable sources point out that Hollywood columnist Louella Parsons, through Filmcraft Productions, recently completed a pilot series with Jack Webb, Jane Wyman and others, both on program and in film clips, all without compensation. This pilot was produced for an estimated $20,000, considerably below comparable productions, the sources state.

Earlier last week, Frank Sinatra publicized his refusal to make an unpaid appearance on CBS-TV *Toast of the Town* to promote the upcoming theatrical film "Guys and Dolls." Mr. Sinatra called on the Guild to take action against such appearances, but SAG stated its board action preceded the singer's request.

A possible exception to rule is: If an actor has a financial interest in the film to be publicized. However, he must have a SAG waiver before his tv appearance, which can be granted only by the SAG board.

On other hand, the Guild points to the recent ABC-TV *Disneyland* trailer for the theatrical film "20,000 Leagues Under the Sea." Actors James Mason, Kirk Douglas and Peter Lorre received $1,000 each for their appearances from Mr. Disney, which SAG thinks is proper.

The SAG ruling states:

". . . From time to time motion picture stars and featured players are asked to appear, without compensation, for so-called 'interviews' in tv films intended for exhibition as commercially sponsored tv programs; that appearance of actors in such films would, in fact, be performances and would be an important part of the entertainment portions of such programs; that such programs are usually produced or presented by persons having influence in motion picture, tv and newspaper businesses; that actors would not have their normal freedom of action in bargaining for their employment in such tv films; and that the appearance of actors in such tv films, without compensation, would be harmful to the employment of other actors, in that such programs take the place of other programs in which actors would be employed at their usual and customary compensation. . . ."

"It is hereby declared to be conduct unbecoming a member . . . for any member to appear in any tv film of the type above de-

scribed without compensation or for compensation substantially below the member's usual tv film salary."

The Hollywood chapter of the American Federation of Tv & Radio Artists confirmed that a similar rule prevails in radio, but not the live tv field. However, indications are that AFTRA membership will soon vote a "no pay, no appearance" rule.

WGA PROMISES ACTION ON AGENCY MALPRACTICE

East and West branches of writers guild hold first national council meeting.

ACTION is promised by Writers Guild of America East and West against "malpractices in the agency field," especially the practice of agents acting both as tv program-packagers and as representatives for the package writers (with attendant fee from the writer).

WGA executives, attending the first national council meeting in Hollywood [B•T, April 18], characterized the agency procedure as one in which "an employer is collecting commissions from an employee." A guild spokesman stated that the council action was aimed mainly at eastern agencies.

In other matters, the council heard a report on current New York negotiations on a live tv and freelance radio contracts with the major networks, which resumed last Thursday (April 21) and on CBS Chicago radio-tv staff writer negotiations, which started April 19 there.

F. Hugh Herbert, former WGAW president, was elected the first WGA national council president for a two-year term.

AT&T Stockholders Approve $650 Million Stock Issue

AT&T stockholders last week authorized an issue of up to $650 million in convertible debentures, described as the largest private financing operation in history.

The action was taken at the company's annual stockholder meeting Wednesday. Cleo F. Craig, AT&T president, indicated that the offering will be made sometime this year. The issue will be undertaken as part of a program to expand the telephone facilities of the Bell System.

Mr. Craig reported that the Bell System probably will spend more money on this year's current expansion program than last year's budget of $1.4 billion. Among the new projects listed by him are the building of new trunk lines and long-distance express circuits that bypass major cities and critical target areas to assure communications in the event of war or national disaster.

Bell System facilities, Mr. Craig said, are prepared to transmit color tv programs throughout many areas of the country, and in those sectors that still carry only monochrome.

PROGRAM SERVICE PEOPLE

David Freedman, tv and motion picture agent, Jaffe Agency, Hollywood, named to head radio-tv department.

Marion Baldwin, Richard S. Robbins Prize Agency, N. Y., to Goldswan Productions, N. Y., as sales and public relations director.

Col. Charles D. Woodyatt to Rudio Productions, Chicago, as account executive.

McClain Leaves Cohn & Marks

GEORGE McCLAIN, associated with the Washington law firm of Cohn & Marks, has resigned to become legal adviser to the Director of the Office of Industrial Personnel Security Review, Dept. of Defense, it was announced last week. Mr. McClain was an FCC general attorney until 1952 when he became assistant general counsel of the National Security Resources Board. He joined Cohn & Marks in 1953.

PROFESSIONAL SERVICE PEOPLE

J. Richard Eimers, Northwest field representative, Associated Press, appointed chief of Portland, Ore., bureau in charge of Oregon operations.



MR. EIMERS

Dr. Donald Kanter, motivational research director, Gould, Gleiss & Benn Inc. (marketing consultants), Chicago, elected vice president.

Christopher J. Haley, 85, father of **Andrew G. Haley,** Washington radio attorney, died April 11 in Seattle. **Michael H. Bader,** grandson of elder Mr. Haley, is associated with Andrew Haley in law firm, Haley, Doty & Wollenberg.

FEB. TV SHIPMENTS 40% OVER '54 MARK

TELEVISION manufacturers shipped 40% more receivers to dealers in February than they did the same month last year, the Radio-Electronic-Television Manufacturers Assn. reported last week.

February set shipments totaled 640,771 units, compared with 460,378 in February 1954. In January of this year, RETMA reported 637,-479 tv receivers were shipped to dealers.

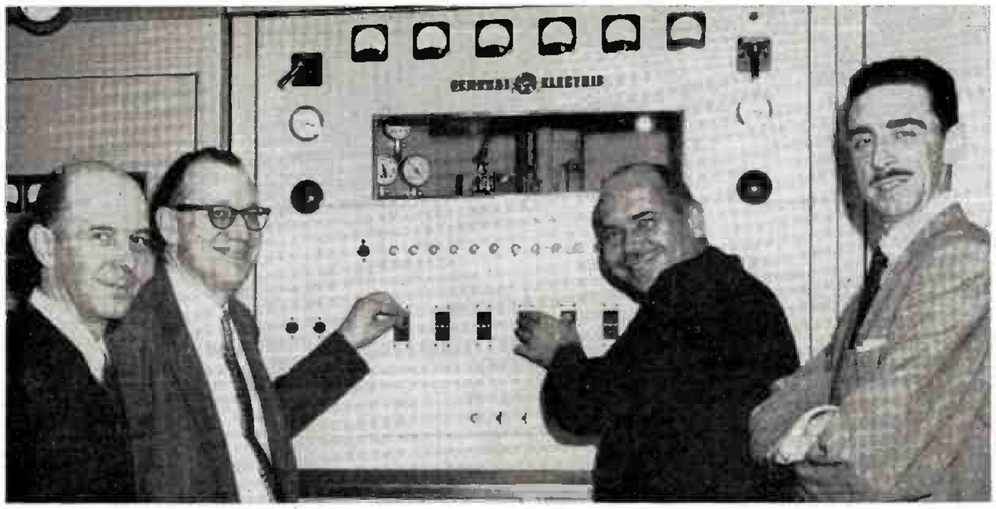
Dealers received a total of 1,278,250 tv receivers for the first two months of 1955, compared with 1,073,000 sets for the same period in 1954. February shipments by states:

State	Total	State	Total
Ala.	23,138	N. J.	39,160
Ariz.	6,600	N. M.	4,158
Ark.	15,085	N. Y.	113,068
Calif.	86,776	N. C.	32,997
Colo.	8,976	N. D.	5,619
Conn.	15,983	Ohio	66,261
Dela.	2,449	Okla.	10,776
D. C.	15,540	Ore.	17,549
Fla.	35,974	Pa.	81,376
Ga.	27,053	R. I.	5,670
Idaho	6,055	S. C.	18,333
Ill.	74,719	S. D.	4,501
Ind.	34,881	Tenn.	30,289
Iowa	21,691	Texas	76,797
Kan.	18,826	Utah	5,179
Ky.	26,144	Vt.	4,680
La.	24,997	Va.	23,991
Maine	10,334	Wash.	23,014
Md.	16,567	W. Va.	13,229
Mass.	37,666	Wis.	30,205
Mich.	51,623	Wyo.	1,012
Minn.	24,255		
Miss.	11,918	U. S. TOTAL	1,275,395
Mo.	37,856	Alaska	1,335
Mont.	4,047	Hawaii	1,520
Neb.	12,712		
Nev.	1,585	GRAND	
N. H.	4,853	TOTAL	1,278,250

Admiral Corp. Offers Stock Under Sales Incentive Plan

A NEW sales promotion incentive is being given Admiral Corp. dealers throughout the country—the offering of shares of stock in a corporation doing $220 million worth of business annually. Admiral announced last week it will give one share of stock to dealers for each five purchases of tv receivers (including 24-inch models) between April 15 and May 12. Shares will come from personal holdings of Ross D. Siragusa, Admiral president.

Heretofore, purchase incentives of manufacturers have taken the form of dealer trips—to the Virgin Islands, to Europe and elsewhere, according to W. C. Johnson, vice president-sales. But, he noted, Admiral has found that when dealers go on such trips, their sales and profits drop during their absences. Small dealers cannot take such trips, he added.



NEW GE 50 kw transmitter, which on April 1 boosted ch. 7 WXYZ-TV Detroit to maximum 316 kw [B•T, April 4], is given an "on camera" inspection by station executives. L to r: Paul Dudeck, assistant chief engineer; Charles Kocher, chief engineer; John Pival, vice president in charge of television, and John Lee, station manager. The transmitter was part of approximately $250,000 worth of super power equipment which, in addition to bringing a clearer picture and increasing fringe area coverage, also makes it possible to transmit color programs, the station reports.

19% Increase in Dealers Reported by CBS-Columbia

INCREASE of more than 19% in CBS-Columbia's dealer organizations since March 30 as a result of the company's "blue tag special" promotion for its Advanced 1600 tv receiver line, and the CBS "additional dealer discount" was announced last week by David J. Hopkins, director of sales.

The favorable response was attributed by Mr. Hopkins to Arthur Godfrey commercials on four network television and radio shows, the opportunity for extra profit margins and the "excellent field performance of the Advanced 1600." The ADD plan adds 2/6% to regular profit margins in the form of a check at the end of each 30-day period.

Sylvania Completes Plant

SYLVANIA ELECTRIC Products Inc., New York, announced last week that a 210,000-sq. ft. building near Williamsport, Pa., has been completed for lease to the company's radio tube division. The new facilities, according to Matthew D. Burns, vice president of operations, will be used, for the most part, for bulk tube storage and the branding, testing, packaging and shipping of radio and tv receiving tubes.

Transmitting Equipment

TRANSMITTER SHIPMENTS

Station	Power	Band	Use
Allen B. DuMont Labs KLFY-TV Lafayette, La.	5 kw	tv (ch. 10)	new station

ORDERS

Station	Power	Band	Use
Allen B. DuMont Labs WDBJ-TV Roanoke, Va.	50 kw	tv (ch. 7)	new station
General Electric WITN (TV) Washington, N. C.	20 kw	tv (ch. 7)	new station

OTHER EQUIPMENT: DuMont also reported shipments of color film and slide multi-scanner equipment to: WAGA-TV Atlanta (ch. 4); KXJB-TV Valley City, N. D. (ch. 4) and WTVW (TV) Milwaukee (ch. 12) and monochrome multi-scanners to WTVY (TV) Dothan, Ala. (ch. 9), and WABT (TV) Birmingham, Ala. (ch. 13). GE has shipped a six-bay antenna to KVOO-TV Tulsa (ch. 2) and a 12-bay antenna to WPRO-TV Providence, R. I. (ch. 12). GE also has reported orders from KDKA-TV Pittsburgh (ch. 2) for a six-bay antenna and from WENS (TV) Pittsburgh (ch. 16) for a five-bay antenna.

Kit Converting Iconoscope To Vidicon Offered by GE

A KIT for converting tv film camera chains using an iconoscope tube to a vidicon camera tube operation has been made available by General Electric Co., Syracuse. The kit has been designed to allow broadcasters to convert to a vidicon film camera chain without obsoleting their complete iconoscope unit, according to Paul L. Chamberlain, GE general manager of broadcast equipment.

The advantages of a vidicon film chain were described by Mr. Chamberlain as "easier to operate and maintain; freedom from shading; higher signal to noise ratio; more uniform contrast because of better storage; superior grey scale reproduction; no edge, back or front lighting required and lower tube replacement cost than the iconoscope."

Mr. Chamberlain said the kit includes a vidicon camera, a channel amplifier, a control panel and appropriate cables and connectors. It is priced at $5,250. Price of a complete vidicon film chain is $9,000, he said.

GE Reports Quarterly Rise

SALES of General Electric Co. for the first quarter of 1955 totaled $765,907,000, George J. Cordiner, president, announced to stockholders at their annual meeting in Schenectady, N. Y., last Tuesday. This is a 7% gain over the $715,596,000 recorded for the same period last year, Mr. Cordiner said.

MANUFACTURING SHORTS

Standard Coil Products Co. (tv, aviation), Melrose Park, Ill., has released 1954 annual report covering financial summary, president's report to stockholders, consolidated balance sheet, statement of consolidated income and retained earnings for year ended Dec. 31, 1954, and accountant's report. Financial statements also cover subsidiary, Kollsman Instrument Corp., Elmhurst, N. Y.

Electronic Test Instrument Corp., Detroit, has announced availability of Vitameter, instrument designed to maintain, improve and vitalize operation of cathode ray tube, with facilities to analyze performance characteristics, locate and remove interelement shorts, repair open elements, weld open filament circuits and restore emission.

MANUFACTURING PEOPLE

N. L. Jochem, manager, audio div., sales dept., Gates Radio Co., Quincy, Ill., promoted to engineering director.



MR. JOCHEM

Alfred E. Bourassa, assistant advertising manager, CBS-Hytron, Danvers, Mass., appointed merchandising coordinator.

Ralph H. Sprague, former central state regional manager, Crescent Industries (radio-tv set loud speaker and component equipment), Chicago, to Ampex Corp., Chicago district office, as district representative.

Edmond Sherman, chief engineer, Tele King Corp. (receivers), N. Y., appointed chief engineer, Transitron Inc., N. Y.

Stanley Graham, southeastern territory district merchandiser, radio-tv div., Stromberg-Carlson Co., Rochester, N. Y., transfers to midwest territory.

Frank A. Hiter, 63, senior vice president and director, Stewart-Warner Corp., Chicago, died of cerebral hemorrhage April 9.



WITV (TV) Ft. Lauderdale, Fla., gets ready for one million watt power with the signing of this equipment contract with RCA. L to r: seated, Russ E. Lowell, WITV president; George English, Ft. Lauderdale attorney and WITV board member; standing, J. M. Walters, RCA sales representative, and Walter M. Koessler, executive vice president and general manager of the ch. 17 station.

CBC APPROVES THREE TVS, THREE AMS

CBC board of governors denies approval of sale of CKNW New Westminster sale to Southam Co. because of multiple ownership of stations by the company, marking the first time a major market radio station sale has been refused.

THREE new Canadian tv stations and three new broadcast stations were recommended for licensing by the board of governors of the Canadian Broadcasting Corp. at its April 15 meeting in Ottawa. At the same meeting the CBC board denied approval of the sale of CKNW New Westminster, B. C., to the Southam Co. because it would add to multiple ownership of radio stations by the company.

The CKNW action marks the first time a major market radio station sale has been denied approval by the CBC board. CKNW is a 5 kw station on 1320 kc located in a suburb of Vancouver and is one of six stations covering Vancouver. Its sale, for a reported $1,000,000, was due to ill-health of owner William Rae Jr. [B•T, April 4]. CBC board denied approval as "control would be held by interests controlling broadcasting stations in Calgary (CFAC) and Edmonton (CJCA) which would constitute extension of multiple ownership or control of stations contrary to principles under the Radio Act".

Other Tv Grants

CJOC (TV) Lethbridge, Alta., has been recommended for a tv license with 102.8 kw visual and 57.5 kw aural on ch. 7.

CKNX (TV) Wingham, Ont., was recommend for a tv station license on ch. 8 with 20 kw visual and 12 kw aural. President and General Manager W. T. Cruickshank told the CBC board that the community was selling its old high school building to CKNX for $1 if a tv license was obtained, the building to serve as a tv studio.

CFCY Charlottetown, P. E. I., was the third station to be recommended for a tv license on ch. 13 with 21 kw visual and 12.5 aural power.

Recommended for new radio station licenses were Herb May, Toronto announcer, and Lindsay, Ont., druggists E. Neill and C. A. Gregory for 1 kw station on 910 kc at Lindsay; John W. Pollie for 250 w station on 1070 kc at Smiths' Falls, Ont., and Jean Lalonde for 1 kw station on 900 kc at St. Jerome, Que.

Share transfers were approved for CKWX Vancouver; CFBC St. John, N. B.; CJFX Antigonish, N. S.; CKBW Bridgewater, N. S.; CJCS Stratford, Ont.; CKLW Windsor, Ont.; CKOX Woodstock, Ont.; CKVM Ville Marie, Que., and CFDA Victoriaville, Que. Transfer of control was approved for CHRD Drummondville; VOCM St. John's, Nfld.; CKOV Kelowna, B. C., and CHAB Moose Jaw, Sask.

Sports Problem Discussed

Much of the board meeting was taken up with a request by the National Hockey League and the Big Four Football Union to prevent simulation of actuality broadcasts of sport events without the agreement of the participating organization. A number of stations, principally at Toronto and Ottawa, were charged with recreating sporting events simultaneously as another station in the city was actually doing broadcasts of similar sporting events. Following the hearings, the board stated that "there have been abuses in the simulation of broadcasts of sports events through the use of information taken from transmissions of other stations broadcasting directly from the event. The board considers this bad broadcasting practice which would have serious effects if continued". The board will hold further hearings on the subject at its next meeting, likely in June at which time it intends "to establish a regulation restricting simulated broadcasts in order to prevent such practices unless there is full assurance otherwise that there will be no abusive use by other stations of information taken from direct actuality broadcasts."

Elliott-Haynes Releases First Teleratings Report

FIRST national teleratings report released by Elliott-Haynes Ltd., Toronto, covers March reception in Montreal, Toronto, Winnipeg and Vancouver, Canada's four largest cities. The report is based on the percentage of total potential television homes reached by a program in these four cities, whether or not the program is carried only by Canadian or U. S. border stations, or a combination of Canadian and U. S. stations. Elliott-Haynes states that these national ratings can be taken as a conservative estimate of the audience reached, as most other markets in Canada will enjoy considerably higher ratings due to their freedom from competing television programs.

The national ratings, with total number of homes reached (in brackets) out of a total of 378,300 in the four cities, for the top 10 programs in March, were: *Jackie Gleason*, 73.1 (276,522); *Toast of the Town*, 72.7 (275,100); *Dear Phoebe*, 49 (185,487); *Studio One*, 48.4 (183,051); *Caesar's Hour*, 48 (181,973); *Four Star Playhouse*, 46.5 (175,936); *Holiday Ranch*, 46 (173,943) (Canadian); *Our Miss Brooks*, 44.1 (167,191); *Red Buttons*, 44.1 (166,730), and *On Camera* 41.6 (157,516) (Canadian).

'Our Miss Brooks' Leads Canadian Network Radio

LEADING evening network radio show heard in Canada during March was *Our Miss Brooks*, with a rating of 16.6, according to the national ratings report of Elliott-Haynes Ltd., Toronto. Following *Miss Brooks* were: *Radio Theatre*, 13.9; *Wayne & Shuster*, 10.3 (Canadian); *Army Show*, 9.8 (Canadian); *Championship Fights*, 9; *NHL Hockey*, 8.8 (Canadian); *Singing Stars of Tomorrow*, 8.2 (Canadian), and *Toronto Symphony Concert*, 6.6 (Canadian).

Daytime leading five network shows were *Ma Perkins*, 15.3; *Guiding Light*, 14.3; *Pepper Young's Family*, 13.9; *Right to Happiness*, 13.6, and *Road of Life*, 12.

French-language evening network shows were led by *Un Homme et Son Peche*, 39.8; *Le Survenant*, 28.3; *La Famille Plouffe*, 27.7; *La Voix du CARC*, 19.5 and *Zezette*, 18.9. Daytime French-language network shows were topped by *Vies de Femmes*, 32.5; *Rue Principale*, 29.6; *Je Vous ai tant Aime*, 29.6; *Jeunesse Doree*, 28.5, and *Francine Louvain*, 27.3.

U. S. Network Radio Shows Dominate Canada Ratings

U. S. RADIO network shows still lead in popularity in Canada, according to the March ratings of the International Surveys Ltd., Montreal. Leading evening shows, with percentage of radio homes reached, were *Our Miss Brooks* 21, *Radio Theatre* 20, *CBC News* 15 (Canadian), *NHL Hockey* 10 (Canadian) and *Wayne & Shuster* 10 (Canadian).

Daytime leading network shows were *Ma Perkins* 34, *Pepper Young's Family* 31, *Right to Happiness* 30, *Guiding Light* 30 and *The Happy Gang* 28 (Canadian).

Leading French-language evening network shows were *Un Homme et Son Peche* 74, *Le Survenant* 55, *La Famille Plouffe* 40, *NHL Hockey* 12 and *Collette et Roland* 12. French daytime network leading shows were *Je Vous ai Tant Aime* 68, *Jeunesse Doree* 63, *Francine Louvain* 63, *Rue Principale* 59 and *Vies de Femmes*, 58.

Radio to Highlight ACA

RADIO will form an important part of the program of the annual meeting of the Assn. of Canadian Advertisers, meeting at the Royal York Hotel, Toronto, May 3-6. Speakers for radio and tv will include E. Finlay MacDonald, CJCH Halifax and immediate past president of the Canadian Assn. of Radio & Tv Broadcasters; Fairfax M. Cone of Foote, Cone & Belding, Chicago, and Barry Wood, vice president in charge of color tv, NBC New York.

COMMERCIAL TV PLANS TAKE SHAPE IN BRITAIN

ITA rules on classification of documentary films; another Manchester studio site sought; A-R completes first film to be used in new system.

ITA (British Independent Television Authority) has declared that documentary films "can be shown as a paid form of advertising" in the upcoming British commercial television programs. But, an ITA spokesman said, they can also be included in the rest of the programs which are not paid for as advertising if they "are proper for inclusion by reason of their intrinsic interest or instructiveness and do not comprise an undue element of advertisement."

This issue arose when the British Assn. of Specialized Film Producers informed the program contractors that they do not agree with the recently-issued rate cards which included substantial charges for the showing of documentary films. The film producers are seeking larger sales of films for the non-advertising sections of the ITA program schedule.

Application for a construction permit for a new studio for commercial television programs by the Granada Group has been turned down by the Manchester Development Committee. Parties are, however, convinced that it may be possible to find a suitable alternative site for the proposed Granada studio in Manchester.

Associated-Rediffusion has completed the first program of a series of 13 quarter-hour shows. A-R is one of the contractor companies that will supply program material for Britain's upcoming commercial tv system.

Series will go on the air in September, this year, on the London commercial station and is being filmed with a completely new all-electronic system devised by Norman Collins of High Definition Films in London.

The High Definition Process, which employs three tv cameras for the shooting of a program (reproduction is on film), is said to save up to 50% of the ordinary production costs. Series is regarded as a test for the HDF system.

COHN URGES STRESSING EUROPE'S FILM MARKET

Screen Gems' vice president sees limited European market for American tv film industry, but he suggests preparing for long-range benefits.

EUROPE represents a limited market for the American tv film industry for the foreseeable future but should be cultivated for potential long-range benefit.

This evaluation was provided by Ralph Cohn, vice president of Screen Gems Inc., tv subsidiary of Columbia Pictures, in an interview with B•T in New York following a business trip to England, France, Germany, Italy and Holland and surrounding areas. He voiced the view that in most countries various factors (price of sets, lack of competitive stations, other recreational outlets) have combined to minimize the importance of tv in the scheme of living, but said this apparent disinterest could be dispelled with several programs that "catch fire," such as Milton Berle and political conventions in this country.

Screen Gems, Mr. Cohn related, is in the process of setting up an operation intended for Europe and Latin America, encompassing both the sale of its own products and those of other U. S. companies in markets abroad, as well as establishing co-production agreements with foreign producers.

Best Prospects

Mr. Cohn expressed the opinion that England and Germany probably will constitute the most favorable markets in the near future, though he pointed out that officials in all the countries he visited "left the door open" to American tv film. He thought that Germany with seven tv stations on the air in a year and a half has made the most progress of all European countries, adding that German equipment, stations and tv sets are "excellent."

Outside of Great Britain, he continued, there is no immediate outlook for commercial tv in Europe, although commercial operations already have been launched in Luxembourg, Monaco and the Saar. One interesting experiment will be enacted in Holland late this summer, Mr. Cohn said, when 90-day commercial television will be presented at the Rotterdam Fair via a low-powered transmitter.

Mr. Cohn pinpointed Great Britain as the immediate target for American tv film businessmen, explaining that as much as 30% of programming on commercial tv there this fall could be U. S. products. But he stressed that American business should not lose sight of the potential market for tv films in the years ahead, citing again the experience of the motion picture industry, which released U. S. theatrical films abroad before there was widespread demand.

Canadian Feb. Set Total Listed

TELEVISION SETS in Canada totaled 1,321,025 at the end of February, according to a compilation of All-Canada Television and the Radio-Television Manufacturers Assn. of Canada, both Toronto. Of the total, the province of Ontario accounted for 703,222 sets; Quebec province, 389,907; British Columbia, 94,975; the three prairie provinces of Manitoba, Saskatchewan and Alberta, 94,461; and the four Atlantic coast provinces of New Brunswick, Nova Scotia, Newfoundland and Prince Edward Island, 38,460.

► KLZ Denver is celebrating the beginning of its 34th year of broadcasting.

► KFI Los Angeles is celebrating its 33d anniversary.

► KHJ Hollywood is marking its 33d anniversary.

► WOW Omaha, Neb., has celebrated its 32d anniversary of broadcasting.

► R. SANFORD GUYER, partner and general manager, WMOA Marietta, Ohio, is beginning his 32d year in broadcasting.

► KFWB Los Angeles is celebrating its 30th anniversary.

► WADC Akron, Ohio, is marking its 30th year on the air.

► WHBC Canton, Ohio, is commemorating its 30th anniversary on the air.

► HARRY HARTMAN, account executive and former announcer with WCPO Cincinnati, is celebrating his 27th year with the station.

► ROY FREEMAN, western personality, WCIL Carbondale, Ill., is marking his 27th year of broadcasting.

► KCRC Enid, Okla., is observing its 26th year of commercial broadcasting.

► WTAG-AM-FM Worcester, Mass., *Farm Roundup* is celebrating its 25th year on the air.

► *EARLY BIRDS*, morning show, WFAA Dallas, Tex., is marking its 25th year of programming.

► WSJS Winston-Salem, N. C., is marking its 25th year of broadcasting.

► LYLE VAN, MBS news commentator, is marking his 25th anniversary as a news broadcaster.

► WILBUR G. CLANCY, assistant supervisor of transmitter engineers, WTIC Hartford, Conn., is observing his 25th anniversary with the station.

► WILLIAM F. MALO, commercial manager, WDRC Hartford, Conn., is commemorating his 25th year with the station.

► FRANCES FOLEY GANNON, women's personality, has marked her 21st consecutive year with WNYC New York.



F. C. SOWELL (l), general manager of WLAC Nashville, Tenn., who is celebrating 25 years in radio, is presented a memento of the anniversary by Gov. Frank Clement. It's the pen the governor used to sign a bill relieving Tennessee broadcasters from responsibility for slanderous and libelous statements made by political candidates. Mr. Sowell headed the legislative committee of the Tennessee Broadcasters Assn. in TAB's successful campaign for the adoption of the law.

► GLENN HARDY, newscaster, Don Lee Broadcasting System, Hollywood, is starting his 21st year of broadcasting.

► NORMA YOUNG, home economics director, KHJ Hollywood, is marking her 20th year in radio.

► DUANE W. HOISINGTON, manager-chief engineer, KCRB Chanute, Kan., is beginning his 20th year in radio.

► HARVEY OLSON, program manager, WDRC Hartford, Conn., is observing his 20th year with the station. HERMAN GOODSTINE, transmitter and control room operator there, is marking his ninth anniversary.

► WMAQ Chicago's *400 HOUR* has been purchased by the Chicago & Northwestern Railway for the 19th consecutive year.

► CBS Radio's *WORLD NEWS ROUNDUP* is celebrating its 18th year on the air.

► HELOISE PARKER BROEG, women's personality, WEEI Boston, has celebrated her 15th anniversary with the station.

► NBC Radio's *TELEPHONE HOUR* is commemorating its 15th anniversary on the air.

► *TV-RADIO LIFE*, Hollywood, local programming news publication, is celebrating its 15th anniversary.

► WWDC Washington is beginning its 14th year of operation.

► CHARLES PARKER, account executive, WDRC Hartford, Conn., is observing his 11th anniversary with the station.

► CBS Radio's *Rosemary*, daytime serial, has entered its 11th year on the air.

► HAROLD J. (PIE) TRAYNOR, sports director; WALTER JONES, comptroller, and ARTHUR STERMAN, studio supervisor, are celebrating their 10th anniversaries with KQV Pittsburgh.

► TEN-YEAR PINS have been awarded by DuMont Tv Network to ARTHUR DENEKE, building facilities engineer; STEPHEN PRESTON, technician; KENNETH M. REICHENBACH, senior technician, and BARRY SHEAR, television director.

► PUBLICIDAD BADILLO, San Juan, P. R., advertising agency, is celebrating its 10th anniversary.

► PAUL REPP, transmitter operator, WDRC Hartford, Conn., is marking his 10th year with the station.

► PRESTON STOVER, manager of program operations, WPTZ (TV) Philadelphia, and HAROLD PANNEPACKER, account executive there, are celebrating their ninth anniversaries with the station.

► ALICE BREWER WHITE, director of women's activities, WVEC-TV Hampton, Va., is marking her ninth year in the broadcasting field.

► THE *MELODY ROUNDUP*, WHKK Akron, Ohio, is marking its ninth birthday.



FIFTEENTH anniversary of Keystone Broadcasting System Inc. [B•T, Feb. 21] occasions this cake-cutting. Keystone President Sidney J. Wolf does the honors. Witnessing (l to r): Edwin R. Peterson, vice president; Arthur Wolf, secretary-treasurer; Joseph Bayer, vice president; Kay Coustan, traffic manager; Paul Kolar, comptroller; Mr. Wolf; A. S. Gourfain, president, Gourfain-Cobb & Assoc., advertising agency, and Blanche Stein, station relations director of the Keystone Broadcasting System.



RUTH LYONS (l), hostess of the *50-50 Club* on WLWT (TV) Cincinnati, is about to cut a birthday cake marking her ninth anniversary on television, on WLWT and as *50-50* hostess. Sharing in the occasion are Bill Thall, Miss Lyons' co-worker, and Mrs. J. L. Layne, who was in the first audience of the original *50 Club* in 1946.

KGAK Establishes Scholarship For Navajo Radio-Tv Training

KGAK Gallup, N. M., winner of the "smaller station" award in the 1954 Alfred I. duPont Awards Foundation competition for its programming to the Navajo and Zuni Indians [B•T, March 28] and also a Peabody Award winner for its *Navajo Hour*, [B•T, April 11], has established a special scholarship fund to train Navajo Indians for radio and tv work. The fund is the $1,000 given to the station by the duPont Foundation as part of its award. The scholarship will be known as the Alfred I. duPont-KGAK Scholarship Fund. Presentation was made on April 6 to Paul Jones, newly-elected chairman of the tribal council, by Merle Tucker, president of KGAK.

Four-Year, $1,000 Scholarship Announced by Boston U., WEEI

A $1,000 scholarship for a four-year university course in broadcasting has been announced by Boston U. School of Public Relations & Communications and WEEI there. WEEI, winner of the station award, which included $1,000, in the 1952 Alfred I. duPont Foundation competition, is making the duPont award the basis for the scholarship. The duration of the scholarship will be for four academic years beginning in September 1955. The winner will receive $100 his first year, $200 for the second and $350 for each of the third and fourth years. Any senior in an accredited New England school, who has completed his college preparatory studies by June of 1955 is eligible. Forms may be secured from the Office of the Committee on Scholarships, Boston U., 705 Commonwealth Ave., Boston 15. Deadline for applications is June 1, 1955.

WSM Sets Up Scholarships For Upcoming Tv Workshop

SECOND annual WSM-Peabody Television Workshop, to be held at Peabody College, Nashville, Tenn., July 18-29, will feature presentation by WSM there of four $100 scholarships to directors or producers of educational or public service programs on commercial tv stations.

John H. DeWitt Jr., president of WSM Nashville, which conducts the workshops in conjunction with Peabody College, said, "Because WSM feels that commercial tv stations can and are serving a vital role in the advancement of education, the scholarships are being offered to tv staff personnel to encourage their study and production of education type programs."

Junior Audience Board Seeks End to Distasteful Records

FORMATION of a Junior National Audience Board, composed of leaders of teenage groups, with the announced purpose of eliminating objectionable records on radio, was disclosed by the Hollywood chapter of the National Audience Board [B•T April 4, *et seq.*]

The move followed the announcement of results of a survey conducted among teenagers in the East by NAB National President Peter Goelet. The survey revealed that most teenagers found "double-meaning" record distasteful, Mr. Goelet stated.

JNAB will attempt to secure the cooperation of local disc m.c.'s, Hollywood NAB spokesmen said. The junior board will ask the disc m.c.'s to "screen" all records before playing them on the air and to eliminate all with *double-entendre* lyrics.

JEN-U-WINE URANIUM

AS A PROMOTION along with its April program schedule, KBTV (TV) Denver has attached a packet of uranium ore with instructions to test it with a geiger counter because "it's jen-u-wine high-grade uranium." The schedule says, ". . . there really is uranium in them thar hills" and lists figures for the construction and business boom in the city. Inside the program sheet is outlined KBTV's "Four Plan" wherein an advertiser has an opportunity to air his message "four times weekly in four different top-rated syndicated film shows." The "Four Plan," KBTV says, is "the best 'geiger counter' for finding sales in the booming Denver market . . ."

'TOP' SONGS ON WWCO

AFTER Les Davis, disc jockey of WWCO Waterbury, Conn., was "missing for a couple of days," the station found him atop an 88-ft. drive-in theatre screen where he had climbed to prove WWCO plays the "top" 10 records of the week. Station Manager Lawrence Brandon denied any knowledge of the young man's plans but said if he could climb up there he could "darn well do his show from there. I'll put in a remote hook-up." Listeners have supplied his requests for necessities, sending him "baskets full of everything from pizza to chewing tobacco."

BRAIN TEASERS

WHEN the staff of WILS Lansing, Mich., began kicking around brain teaser puzzlers, Mike Hamlin, disc jockey on the *House of Music* show, decided to drop one over the air. He told listeners the first person to come up with the right answer would win a couple of theatre passes. The interest evinced was beyond expectation and Mr. Hamlin started using two or three each week with passes for the winners. The pull for the first month averaged over 50 replies per day, some by special delivery and telegram.

$60,000 PROMOTION

PROMOTION amounting to $60,000 was utilized by ch. 36 KTVI (TV) St. Louis [formerly ch. 54 WTVI (TV) Belleville, Ill.] to herald its switch of cities. The campaign was directed into all media in the area including daily, weekly and community newspapers, with full-page color ads in the two metropolitan dailies, and into radio, tv, outdoor, taxis and public vehicles. The campaign was timed to tie in with the opening of the St. Louis Cardinal baseball season April 12. KTVI is airing Cardinal games this season. The station expects to increase its uhf circulation from 317,200 homes to over 450,000 by the end of the baseball season and anticipates another 20% to 25% increase in coverage area when it increases power from 250 kw to 500 kw with FCC approval.

FIRST BIRTHDAY CAKES

WPGC Morningside, Md., suburban Washington, D. C., station, distributed to local clients and agencies a birthday cake marking the occasion of its first anniversary.

WPTZ (TV) CANCER SHOW

PROGRAM dealing with cancer was presented yesterday (Sun.) on the *Telerama* series of WPTZ (TV) Philadelphia. A woman who has had the disease since she was 10 years old discussed her life story with its death crises, surgery and X-ray and radium treatments. A 10-year-old girl who was a cancer patient at 4 and who now is listed as "cured" described her case. Directed by Jack Bidus, the program required more than a month of research and was staged in cooperation with Temple U. Hospital, Wills Eye Hospital and Lankenau Hospital, all Philadelphia. Portions of the show were filmed sequences showing preparations for a surgical cancer operation, the new cobalt bomb at work and an X-ray rotation system. Appearing on the program were two attending surgeons of the Wills Eye Hospital.

SCHOOL QUIZ PROGRAM

CKCL Truro, N. S., airs a school program in the form of a weekly half-hour quiz, produced in cooperation with the Truro Rotary Club. Twenty-two competing schools in the central Nova Scotia area vie for honors in the competition. Two teams each week compete in an elimination contest, with pupils from grades 7, 8 and 9 taking part. CKCL provides a shield for the winning school team and individual trophies for the students.

ATOMIC COLORCAST

WHAT NBC-TV hailed as the first colorcast of an atomic blast was presented a fortnight ago on John Cameron Swayze's *News Caravan* (Mon.-Fri., 7:45-8 p.m. EST). The telecast, making use of official Marine Corps color films of the recent Yucca Flats test, showed that the colors of the explosion started with a red flash and proceeded to orange, yellow, white, gray and ended in a black mass.

WGLV (TV)'S DEALER TAGS

TAGS announcing "this set is equipped to receive WGLV" have been distributed by WGLV (TV) Easton, Pa., to retail tv dealers in the Easton-Allentown-Bethlehem area. Space is provided on the tag for the dealer to mark in the price and model of the set to which it is attached.

'CAROL IN THE MORNING'

WSGN Birmingham, Ala., is airing *Carol in the Morning*, a program conducted by women's personality Carol Woods. The program features book reviews, new records and reviews of movies and plays. Sports news, beauty secrets, fashion news and interviews are also beamed to listeners from *Carol In the Morning*. Mrs. Woods, in addition to conducting the show, also plans it.



MRS. WOODS

CFJB'S BIRTHDAY CAKES

CFJB Brampton, Ont., on its first anniversary sent 150 small birthday cakes to advertisers in the suburban Toronto area. Icing on the cake gave the station's call letters and frequency, while an attached message said the cake was in lieu of a personal attendance by the advertiser at CFJB's studio birthday party.

KFWB ANNIVERSARY SHOW

FINISH of the 30th anniversary celebration of KFWB Hollywood was marked by an eight-hour broadcast from the restaurant of station disc m.c. Larry Finley, honoring KFWB President Harry Maizlish. Radio-tv, recording and motion picture personalities participated in the program, which extended from 8 p.m. to 4 a.m.

Tv Expose

A KINESCOPE of a WSEE (TV) Erie, Pa., program was used as evidence in court there, in what Station Manager Frank B. Palmer believes is the first time a kinescope has been so used. "Spotlight on Corruption," produced, written and narrated by Dick Morgan, WSEE news director, was a documentary report on the undercover investigation that exposed a conspiracy between crime and top political circles that reached as high as the mayor and police inspector. Films of actual bribe payoffs and recorded conversations between an undercover agent and gamblers highlighted the program. When one of the politicians, who already was convicted and sentenced to prison on one count of bribery, was indicted on a second, his lawyer, although praising the program, petitioned for a change in the location of trial. He claimed the program had caused unfavorable publicity and made it impossible for his client to receive a fair trial in Erie County. At the hearing on the petition, the kinescope was played in its entirety and it revealed that the defendant's name was mentioned only once—merely a statement of his arrest. The presiding judge denied the motion.

97,819 REPLIES

FOUR one-minute spot announcements, one per week for four weeks on the half-hour Saturday night *Grand Ole Opry* program on WSM Nashville, Tenn., brought in 97,819 entries. The announcements promoted a drawing for $350 worth of prizes. The mail pull is an all-time record for WSM in a modestly-promoted contest of that type.

L'IL ABNER BROCHURE

WRCA-TV New York has published a four-page audience promotion piece and advertisement, written and drawn by Al Capp and featuring "L'il Abner" in a day's tour through the station's schedule of programs. The station plans to issue other promotion pieces to be created by cartoonists and artists, including James Montgomery Flagg, Norman Rockwell and Otto Soglow. The "L'il Abner" piece will be developed into a coloring book which the station will offer free to children.

PROJECT 23

AS A FEATURE of its Project 23 audience building program, Storer Broadcasting Co. for its WGBS-TV Miami (ch. 23) is loaning set converters to south Florida tv dealers. The gadget, Convertenna, consists of a Vidonair indoor uhf-vhf antenna mounted on a Mallory 88 converter. Dealers use it for home demonstrations to show vhf set owners the entertainment available on uhf channels. Other dealers are renting the Convertenna to hotels and motels for use by transients who are accustomed to watching programs from all networks. Ralph C. Powell, trade relations director, heads a staff of 13 persons now employed on Project 23.

KVET AIRS COLLEGE BASEBALL

CENTRAL TEXAS listeners are hearing all of the home baseball games of the U. of Texas this year as the school's Radio House is broadcasting the events over KVET Austin. Hal Atkins and Don Rifler of the Radio House sports staff are handling most of the play-by-play during the season. The baseball coverage is part of an expanded program of sports broadcasting of the school's radio-tv production center.

NEWSPAPER NEWS SHOW

FIVE-MINUTE news program direct from the city desk of the *Pittsburgh* (Pa.) *Courier* is being broadcast by WLIB New York every Thursday at 6:30 p.m.. On each show Leroy Irvis, *Courier* reporter, broadcasts top news stories of the week.

'THEY ALL HAVE RADIO'

RADIO ADVERTISING Bureau has distributed a 16-page heavy-paper presentation showing statistically that "They All Have Radio." The booklet compares radio-tv ownership, showing radio comes out ahead no matter what the basis for comparison. Size of family, economic status, geographical location and the size of the city in which the family is located were analyzed in making the study.

THE SPORTS STATIONS

PROMOTING themselves as the stations for sports and *the* sports stations of northwestern Ohio, WFOB-AM-FM Fostoria reports it covered 77 basketball games this season, including local class A and B games, local, district, regional and state finals and home games of Bowling Green State U. Mel Murray, general manager and sportscaster of the stations, presented the games and was assisted all season long by Roger V. Wise, commercial manager, who handled commercials and provided color. The stations are broadcasting all Cleveland Indians baseball games during 1955, claiming they are the only stations in the area to do so. WFOB-AM-FM would like to see any station in the nation post evidence of a better sports record.

CORRECT POSTURE WEEK

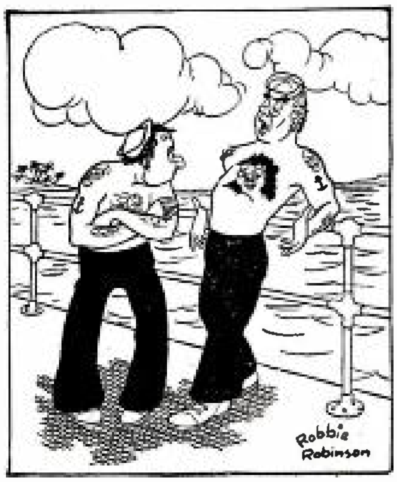
SUGGESTED scripts for one-minute radio and tv spots are being made available to broadcasters for use in connection with National Correct Posture Week, set by the National Chiropractic Assn. for May 1-7. Special kits are being sent to schools to help instruct children on correct posture as a means to better health. Over 25,000 chiropractic physicians throughout the country are providing charts, instruction and comic books, according to NCA.

CLOSED-CIRCUIT ON WAKR-TV

CLOSED-CIRCUIT coverage of confirmation services of a class of youngsters at St. Paul's Catholic Church in Akron, Ohio, was provided by WAKR-TV there to allow parents and relatives of the children who couldn't crowd into the church to view the rites. At the request of Msgr. Clement Boeke, WAKR-TV set up receivers in the recreation hall below the church and located one camera on the altar and another in the choir loft where viewers could see the bishop anointing each child's head.

WDSU-TV COLOR CLINIC

WITH the completion of its new color studio, WDSU-TV New Orleans April 6, 7 and 8 conducted a color clinic for local agencies and advertisers, covering such subjects as lighting, costuming, make-up, films, slides, kinescopes, parade of products and a musical production number. The meetings, staged with the help of three NBC color officials from New York, were open to general discussion and questions. WDSU-TV aired its first half-hour color telecast from its new studio April 9.



"She told me I was the dream that KRIZ Phoenix had the sandman send her."

Station Authorizations, Applications

(As Compiled by B • T)

April 14 through April 20

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis. — visual. kw — kilowatts. w — watts. mc — megacycles. D—day. N—night. LS—local sunset. mod. — modification. trans. — transmitter. unl. — unlimited hours. kc —kilocycles. SSA — special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of March 31, 1955 *

	AM	FM	TV
Licensed (all on air)	2,698	523	133
CPs on air	5	15	†318
CPs not on air	103	10	122
Total on air	2,703	538	451
Total authorized	2,806	548	573
Applications in hearing	127	3	180
New station requests	194	6	20
New station bids in hearing	69	0	127
Facilities change requests	140	5	43
Total applications pending	728	50	192
Licenses deleted in March	0	4	0
CPs deleted in March	1	2	10

* Does not include noncommercial educational fm and tv stations.

† Authorized to operate commercially, but station may not yet be on air.

* * *

Am and Fm Summary through April 20

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,707	2,701	115	200	69
Fm	538	523	38	3	0

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	279	320	601[1]
Educational	17	18	35

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	310	107	417
Noncommercial on air	9	3	12

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	960	337	740	538	1,279[2]
Educational	57		29	28	57[3]
Total	1,016	337	769	566	1,336[4]

[1] One hundred-thirty-six CPs (26 vhf, 110 uhf) have been deleted.

[2] One applicant did not specify channel.

[3] Includes 35 already granted.

[4] Includes 634 already granted.

ACTIONS OF FCC

New Tv Stations . . .

ACTIONS BY FCC

Tucson, Ariz.—D. W. Ingram & Kathleen Ingram d/b as Tucson Tv Co., granted vhf ch. 9 (186-192 mc); ERP 57.5 kw visual, 34.7 kw aural; antenna height above average terrain 190 ft., above ground 337.3 ft. Estimated construction cost $271,655, first year operating cost $276,068, revenue $300,000. Post office address Box 2528, Tucson. Studio and transmitter location 1151 S. Warren, Tucson. Geographic coordinates 32° 12' 17" N. Lat., 110° 56' 45" W. Long. Transmitter and antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer Page, Creutz, Garrison & Waldschmitt, Washington. Mr. Ingram is owner of lumber company and warehouses. Granted April 19.

Ft. Pierce, Fla.—Gene T. Dyer, uhf ch. 19 (500-560 mc); ERP 17.8 kw visual, 9.7 kw aural; antenna height above average terrain 270 ft., above ground 294 ft. Estimated construction cost $123,750, first year operating cost $78,000, revenue $84,000. Post Office address R.F.D. #4, Riviera Beach, Fla. Studio and transmitter location U. S. Hwy. 1, 1.2 miles N. of Ft. Pierce. Geographic coordinates 27° 28' 29" N. Lat., 80° 20' 18" W. Long. Transmitter and antenna RCA. Legal counsel Andrew G. Haley, Washington. Consulting engineer W. J. Holey, Atlanta. Mr. Dyer is former principal owner of WGES Chicago, and presently is tomato farmer and in vegetable packing and marketing. Granted April 19.

Reno, Nev.—Nevada Telecasting Corp., granted vhf ch. 4 (66-72 mc); ERP 27.5 kw visual, 16.5 kw aural; antenna height above average terrain minus 170 ft., above ground 245 ft. Estimated construction cost $195,039, first year operating cost $192,000, revenue $220,000. Post Office address Mapes Hotel, Reno. Studio and transmitter location First & Virginia, Reno. Geographic coordinates 39° 31' 27" N. Lat., 119° 48' 42" W. Long. Transmitter and antenna RCA. Legal counsel Clyde C. Sherwood, San Francisco, Calif. Consulting engineer James R. Bird, Oroville, Calif. Principals include Pres. Robert C. Fish (100%), Fresno real estate investor and refrigeration business; Vice Pres. A. Lawrence Tuma, securities dealer; Sec.-Treas. Eldon E. Cory, accountant and sec.-treas. of KAKI (TV) Visalia, Calif. Granted April 19.

APPLICATION RETURNED

Sharon, Pa.—Sanford A. Schafitz & Guy W. Gully d/b as Community Telecasting Co. FCC returned bid for new tv station on ch. 39 as out of order, inasmuch as there is a station with ch. 39 assignment (WSHA [TV]). Returned April 19.

Existing Tv Stations . . .

ACTIONS BY FCC

KMAU (TV) Honolulu, Hawaii—Hawaiian Bcstg. System Ltd. granted STA to operate commercially on ch. 3 for the period ending May 8. Granted April 8; announced April 18.

KHBC-TV Hilo, Hawaii—Hawaiian Bcstg. System Ltd. granted mod. of CP for ch. 9 to change ERP to 1.01 kw visual, 0.51 kw aural; antenna height above average terrain 293 ft. Granted April 14; announced April 18.

WSJV (TV) Elkhart, Ind.—Truth Pub. Co. granted mod. of CP for ch. 52 to change ERP to 224 kw visual, 121 kw aural. Granted April 13; announced April 18.

KTVI (TV) St. Louis, Mo.—Signal Hill Telecasting Corp. granted STA to operate commercially on ch. 36 for the period ending Nov. 9. Granted April 11; announced April 18.

KTTS-TV Springfield, Mo.—Independent Bcstg. Co. granted CP for ch. 10 to change ERP to 102 kw visual, 61.7 kw aural; change transmitter location. Granted April 15; announced April 18.

WHUM-TV Reading, Pa.—Eastern Radio Corp. granted mod. of STA to move main studio to transmitter site 2.7 miles SSW of Summit Station, Pa. Granted April 13.

KFDM-TV Beaumont, Tex.—Beaumont Bcstg. Corp. granted STA to operate commercially on ch. 6 pending filing of license application. Granted April 12; announced April 18.

APPLICATIONS

KVSO-TV Ardmore, Okla.—John F. Easley seeks mod. of CP for ch. 12 to change ERP to 41.8 kw visual, 20.9 kw aural; change studio and transmitter locations to Hwy. 70, 3 miles NW of Madill, Okla.; antenna height above average terrain 833 ft. Filed April 19.

KBES-TV Medford, Ore.—Southern Ore. Bcstg. Co. seeks mod. of CP for ch. 5 to change ERP to 24.6 kw visual, 13.2 kw aural; transmitter location to Soda Mt., 15 miles SE of Ashland, Ore.; antenna height above average terrain 2,325 ft. Filed April 19.

New Am Stations . . .

ACTIONS BY FCC

Seaford, Del.—Elizabeth Evans & W. Courtney Evans granted 1280 kc, 500 w daytime. Post office address Box 144, Frankford, Del. Estimated construction cost $17,659, first year operating cost $26,000, revenue $35,000. Mr. and Mrs. Evans own drive-in-theatre and are former owners of WDOV Dover, Del. Granted April 19.

The Dalles, Ore.—C. H. Fisher & Edna E. Fisher d/b as The Dalles Bcstg. Co., granted 930 kc, 1 kw unlimited, directonal night. Post office address 405 W. 9th St., The Dalles. Estimated construction cost $23,200, first year operating cost $60,000, revenue $70,000. Principals in equal partnership include C. H. Fisher (50%), owner of KIHR Hood River, Ore., and ⅓ owner KVAL-TV Eugene, Ore.; and his wife Edna E. Fisher (50%). Granted April 14.

Cleveland, Tenn.—Southern Enterprises granted 1570 kc, 1 kw daytime. Post office address % Carl J. Hoskins, Cleveland, Tenn. Estimated construction cost $19,309, first year operating cost $55,000, revenue $65,000. Principals include Carl J. Hoskins (50%), cattle raising; **R. B. Helms** (25%), pres. -43.5% owner WHLN Harlan, Ky., and Jack T. Helms (25%), sec. -6.2% owner WHLN. Granted April 19.

Amarillo Tex.—Raymond D. Hollingsworth granted 1360 kc, 500 w daytime. Post office address 1009 Bonham, Amarillo. Estimated construction cost $16,833, first year operating cost $37,600, revenue $60,000. Mr. Hollingsworth is treasurer-general manager of American Quarter Horse Assn. Granted April 14.

Thermopolis, Wyo.—Thermopolis Bcstg. Co. granted 1240 kc, 250 w unlimited. Post office address % H. Scott Taylor, 228 Klink Building, Thermoplis. Estimated construction cost $15,030, first year operating cost $24,000, revenue $30,000. Principals include President H. Scott Taylor (5%), Hot Springs State Park superintendent; Vice President Joe C. Henry (0.1%), electric service and home builder; Secretary-Treasurer Joe Cavalli (5%), attorney; William Omenson (20%), hotel owner, and 13 other local businessmen. Granted April 19.

Thermopolis, Wyo.—Mildred V. Ernst, granted 1490 kc, 250 kw unlimited. Post office address % KWOR, P. O. Box 409 Worland, Wyo. Estimated construction cost $15,000, first year operating cost $30,000, revenue $36,000. Mrs. Ernst is joint owner with her husband **Joseph P. Ernst,** licensee of KWOR Worland, KWRL Riverton, and KGOS Torrington, all Wyo. Granted April 19.

APPLICATIONS

Barbourville, Ky.—Dwight L. Brown tr/as Brown Radio & Tv Co., 950 kc, 1 kw daytime. Post office address Box 283, Barbourville. Estimated construction cost $16,305, first year operating cost $45,000, revenue $60,000. Mr. Brown is pres. -⅓ owner T. V. Cable Corp., tv cable distibution system. Filed April 13.

Union City, Tenn.—Fenner Heathcock tr/as Obion County Bcstg. Co., 1580 kc, 250 w daytime. Post office address Old & Third National Bank Bldg. Estimated construction cost $19,233, first year operating cost $35,000, revenue $46,000. Mr. Heathcock is an attorney and deals in real estate. Filed April 13.

Johnsonville, Tenn.—Dr. Alexander Leech & William E. Leech d/b as Johnsonville Bcstg. Co., 1450 kc, 250 w unlimited. Post office address % William E. Leech, Elks Bldg., Jackson, Tenn. Estimated construction cost $10,100, first year operating cost $24,000, revenue $30,000. Principals in equal general partnership include Dr. Alexander Leech and William E. Leech, each owning ½ of WJAK Jackson, Tenn. Filled April 18.

Camas, Wash.—Gene R. Johnsick tr/as Camas Washougal Radio, 1480 kc, 1 kw daytime. Post office address % General Delivery, Redmond, Ore. Estimated construction cost $15,775, first year operating cost $28,000, revenue $36,000. Mr. Johnsick is chief engineer KJUN Redmond, Ore. Filed April 13.

Olympia, Wash.—Donald F. Whitman, 800 kc, 250 w kw daytime. Post office address 423 Terminal Sales Bldg., Portland, Ore. Estimated construction cost $15,960, first year operating cost $54,000, revenue $60,000. Mr. Whitman is radio-tv consultant and is former vice pres. -20% owner of KGAL Lebanon, Ore. Filed April 18.

APPLICATIONS AMENDED

Auburn, Calif.—Melvin L. Munkres, Albert E. Furlong & Howard N. Martineau d/b as Sierra Bcstg. Co. amends bid for new am station on 1490 kc 250 w unlimited to specify 100 w daytime. Filed April 14.

Plant City, Fla.—R. E. Hughes amends bid for new am station on 1570 kc, 250 w daytime to specify 910 kc, 500 w. Filed April 18.

Existing Am Stations . . .

ACTIONS BY FCC

WINK Rockville, Md.—Montgomery County Bcstg. Co. granted CP to change from 1 kw daytime to 1 kw daytime, 500 w night, unlimited, directional. Granted April 19.

WPGC Morningside, Md.—WPGC Inc. granted mod. of CP to change from 1 kw, 250 w Canadian Restricted, daytime to 10 kw directional day; subject to acceptance of any interference that may be caused as a result of a grant of the facilities proposed in bid of Sam Ferguson Musser for new am station at Elizabethtown, Pa., on 1580 kc, 1 kw daytime. Granted April 14.

KOOK Billings, Mont.—The Montana Network granted CP to make changes in directional pattern on 970 kc, 5 kw unlimited, directional night Granted April 14.

KCHR Charleston, Mo.—South Mo. Bcstg. Co. granted CP to increase from 500 w to 1 kw operating daytime on 1350 kc. Granted April 19.

WAEW Crossville, Tenn.—WAEW Inc. granted change from 1340 kc 250 w unlimited to 1330 kc, 1 kw daytime. Granted April 14.

KNAK Salt Lake City, Utah—Granite District Radio Bcstg. Co. granted CP to change daytime power from 1 kw to 5 kw, operating on 1280 kc with 500 w night. Granted April 19.

KUTI Yakima, Wash. — Independent Bcstrs. granted increase from 250 w to 1 kw operating daytime on 900 kc. Granted April 19.

APPLICATIONS

WETU Wetumpka, Ala.—Elmore Service Corp. seeks CP to change from 1570 kc 250 w to 1250 kc 1 kw. Filed April 14.

WKXY Sarasota, Fla.—Antonio G. Fernandez, Charles J. Fernandez & Gonzale Fernandez d/b as Sarasota Bcstg. Co. seek CP to change from 1540 kc to 930 kc, directional. Filed April 18.

WPLA Plant City, Fla.—W. A. Smith amends bid to change from 1570 kc daytime to 1230 kc fulltime with 250 w to specify 1570 kc, 1 kw daytime. Filed April 14.

WCLB Camilla, Ga.—Emerson W. Browne, Russell A. Browne & Charles L. Browne d/b as Capel Bcstg. Co. seeks CP to change from 1540 kc 250 w to 1220 kc 1 kw. Filed April 15.

New Fm Stations . . .

ACTION BY FCC

Mountain Park, N. M.—Max I. Rothman granted CP for new Class B fm station on ch. 250 (97.9 mc); ERP 600 w. Granted April 19.

Existing Fm Stations . . .

ACTION BY FCC

WGH-FM Newport News, Va.—Hampton Roads Bcstg. Corp. granted CP to change to ch. 247 (97.3 mc). Granted April 13; announced April 18.

STATION DELETED

KSCJ-FM Sioux City, Iowa—Perkins Bros. Co. granted request to cancel license of fm station on ch. 235. Deleted April 11; announced April 18.

Ownership Changes . . .

ACTIONS BY FCC

WHBB Selma, Ala.—Selma Bcstg. Co. granted voluntary relinquishment of control by B. H. Hopson through sale of 22½% interest to John Townsend for $22,500. Mr. Townsend is manager of WGWC Selma. Mr. Hopson retains 31% interest. Granted April 13.

KGRH Fayetteville, Ark.—Fayetteville Bcstg. Co. granted voluntary transfer of control to Hal Douglas through sale of 36% interest for $25,200. Mr. Douglas is executive vice president of KGRH. Granted April 19.

WTOR Torrington, Conn.—The Torrington Bcstg. Co. granted voluntary transfer of control to Edmund W. Waller through purchase of 804 shares for $6,030 from Harold Thomas. Mr. Waller is manager of the station. Granted April 19.

WBRO Waynesboro, Ga.—Burke County Bcstg. Co. granted voluntary transfer of control to Carl and Harrod A. Pugh through sale of all stock for $31,500. Principals include Carl Pugh, ex-chief engineer WMSL Decatur, Ala., and his brother Harrod Pugh, railroad employe. Granted April 13.

WNEX-TV Macon, Ga.—Macon Tv Co. granted transfer of control from W. A. Fickling and Macon Bcstg. Co. to J. C. Barnes Sr. and E. K. Cargill for $1 and assumption of $260,000 in liabilities. Mr. Barnes (75%) is Texas oilman and Mr. Cargill (25%) is former WMAX Macon executive and theatre owner. Granted April 19.

WINI Murphysboro, Ill.—Cecil W. Roberts granted voluntary assignment of license to himself and his wife Jane A. Roberts as joint tenants. No consideration involved. Granted April 19.

KCHE Cherokee, Iowa—M. Louise Shimp, Charles Reznikov & Russell A. Hickman d/b as Cherokee Bcstg. Co. granted voluntary assignment of license from partnership to corporation Cherokee Bcstg. Co. No consideration involved as partners retain identical interests. Granted April 13.

KCRB Chanute, KCLO Leavenworth, Kan.—Cecil W. Roberts granted voluntary assignment of license to himself and his wife Jane A. Roberts as joint tenants. No consideration involved. Granted April 19.

KBTO El Dorado, Kan.—O. A. Tedrick granted voluntary assignment of license to O. A. Tedrick, W. B. Tedrick, William R. Tedrick & James P. Platt d/b as El Dorado Bcstg. Co. for sale of 5/6 interest for $18,600. Principals in equal partnership include **O. A. Tedrick; W. B. Tedrick**, employe with state highway commission; **W. R. Tedrick**, owner KWRT Boonville, Mo.; **Jack M. Tedrick**, post office employe; **Jessie M. Tedrick** and **James P. Platt**, manager KBTO. Granted April 19.

WMAW Menominee, Mich.—Green Bay Bcstg. Co. granted voluntary assignment of license to Men-Mar Bcstg. Corp. for $22,000. Principals include Pres. Vernon H. Uecker (27.2%), general manager WMAW; **L. B. Koesling** (27.2%), announcer-engineer WMAW; **L. Grant Glickman** (10.9%), physician, and 8 others. Granted April 19.

WJPD Ishpeming, Mich.—Ishpeming Bcstg. Co. granted voluntary transfer of 50% interest to Olive E. Deegan under terms of will of James P. Deegan, deceased. Granted April 19.

WGRM Greenwood, Miss.—P. K. Ewing granted involuntary assignment of license to Mrs. **P. K. Ewing** (100%), widow of P. K. Ewing. Granted April 15.

KCRV Caruthersville, Mo.—Pemiscot Bcstrs. granted voluntary assignment of license to Pemiscot Bcstrs., a partnership consisting of J. E. Taylor and Walter Y. Cleveland through purchase of 20% partnership interest of Robert L. Harrison for $19,800. Mr. Taylor will now own 65% and Mr. Cleveland 35% interest. Granted April 14; announced April 18.

KCHI Chillicothe, KBIA Columbia, KREI Farmington, Mo.—Cecil W. Roberts granted voluntary assignment of license to himself and his wife Jane A. Roberts as joint tenants. Granted April 19.

WENT Gloversville N. Y.—Sacandaga Bcstg. Corp. granted voluntary assignment of license to WENT Bcstg. Co. for $85,000. Principals include Pres. **Arthur C. Lloyd Jr.** (1.7%), general manager WENT; Vice Pres. **Eileen J. Tobin** (1.7%), and Treas. **Joseph H. Tobin** (96.6%), former half-owner of WESX Salem, Mass. Granted April 13.

WHIT New Bern, N. C.—Harmon L. Duncan granted voluntary assignment of license to Ray D. Williams. Mr. Williams, general manager of WHIT, obtains 5-year lease from owner Coastal Bcstg. Co. for $6,000 per year. Granted April 13.

WJMJ Philadelphia, Pa.—Patrick J. Stanton granted voluntary assignment of license to WJMJ Bcstg. Corp. Principals will now include Pres. **Patrick J. Stanton** (60%) and Vice Pres. **James T. Duffy Jr.** (40%). Mr. Duffy's interest is in lieu of loan of $20,000. Granted April 13.

WCBR Memphis, Tenn.—Chickasaw Bcstg. Co. granted voluntary transfer of control to Jeffrey B. Crawford through sale of about 58% interest for assumption of $25,500 liabilities. Mr. Crawford is owner of Memphis Music Equipment Co., radio system. Granted April 19.

KAND Corsicana, Tex.—Alto Inc. granted voluntary transfer of control to R. E. Lee Glasgow through purchase of 98% interest from J. C. West for $40,008. Mr. Glasgow is general manager WACO Waco, Tex. Granted April 13.

WLOH Princeton, W. Va.—Mountain Bcstg. Service granted voluntary assignment of license to Robert L. Harrison d/b as Mountain Bcstg. Co. for $65,000. Mr. Harrison is former 20% owner of KCRV Caruthersville, Mo. Granted April 19.

WJPB-TV Fairmont, W. Va.—Fairmont Bcstg. Co. granted assignment of CP to WJPB-TV Inc. No consideration involved as principals retain identical interests. Granted April 15; announced April 18.

APPLICATIONS

KBIF Fresno, Calif.—John H. Poole tr/as John Poole Bcstg. Co. seeks voluntary assignment from sole proprietorship to corporation John Poole Bcstg. Co. Filed April 14.

WSLI-AM-TV Jackson, Miss.—Standard Life Bcstg. Co. seeks voluntary relinquishment of control by Standard Life Insurance Co. through sale of 40% interest to Miss. Publishers Corp., owner of WJTV (TV) Jackson and publisher of *Jackson Clarion Ledger and News*. Miss. Publishers pays $176,000 for its interest and Standard Life Bcstg. will pay Miss. Publishers $175,000 for WJTV equipment and facilities. Standard Life Ins. Co., former owners of 52.8% interest, will now own 32.4%. Filed April 15.

KOLN Lincoln, Neb.—Cornhusker Radio & Tv Corp. seeks assignment to Frudeger Bcstg. Co. for $120,000. Sole owner is Robert W. Frudeger, vice pres.-general manger WGIL Galesburg, Ill. and executive advertising director of *Daily Register Mail*, Galesburg. Filed April 15.

WLFH Little Falls, N. Y.—M. Robert Feldman & Arthur S. Feldman d/b as Rock City Bcstrs. seeks assignment of license to Walter T. Gaines for $30,000. Mr. Gaines is vice pres.-general manager-6% WCSS Amsterdam, N. Y. Filed April 15.

KOMB Cottage Grove, Ore.—Coast Fork Bcstg. Co. seeks assignment to Orlo M. and Thelma V. Bagley d/b as Radio Station KOMB. No consideration involved as application purpose is to change from corporation to partnership. Filed April 18.

WARM-AM-TV Scranton, Pa.—Union Bcstg. Co. seeks voluntary transfer of control to William W. Scranton. Mr. Scranton, vice pres.-treasurer of the stations, purchases an additional 740 shares for $740,000 and will now own 790 shares. Martin F. Menolo, president, purchases an additional 84 shares for $8,400 and will now own 207 shares. Filed April 18.

Hearing Cases . . .

INITIAL DECISION

Raleigh, N. C.—New tv, ch. 5. FCC hearing examiner Millard F. French issued initial decision looking toward grant of the application of Capitol Bcstg Co., for new tv station in Raleigh, N. C., on ch 5, and denial of competing application of WPTF Radio Co. for the same facility. Action April 19.

OTHER ACTIONS

KPLN Camden, Ark.—By order, effective immediately, the Commission (1) postponed the effective date of the grant on April 1, 1953, of application of Mid-South Bcstg Co., for assignment of CP of KPLN Camden, Ark., to D. R. James Jr., (BAP-178), pending final determination after hearing; (2) set aside action taken Aug. 24, 1953, granting license to cover CP for KPLN (BL-4782), and (3) ordered said station to cease operation as of midnight April 30; (4) designated for hearing application (BAP-178) and further ordered that protestant Camden Radio Inc., licensee of KAMD Camden, Ark., and the Chief of the Broadcast Bureau be made parties to the proceeding; said hearing to commence May 16. Appearances by parties intending to participate in the hearing shall be filed not later than May 7. This case was remanded to the Commission by the U. S. Court of Appeals for D. C. Action April 13.

Fm Allocation—FCC by order, finalized proposed rule making, and amended the revised tentative allocation plan for Class B fm stations to add ch. 250 to Mountain Park, N. M., effective immediately. Action April 14.

Salina, Kan.—FCC by order dismissed with prejudice for failure to prosecute application of Salina Bcstg. Co., for new tv station on 1310 kc, with 500 w daytime, in Salina, Kan. Action April 13.

Flint, Mich.—FCC by memorandum opinion and order, denied joint petition filed Jan. 27 by Trebit Corp., (WFDF), Flint, Mich., and W. S. Butterfield Theatres Inc., Detroit, Mich., requesting review of Commission's action on Dec. 21, 1954 (pursuant to staff delegated authority), granting application of WJR, The Goodwill Station Inc., for extension of time to complete construction of tv station (ch. 12), Flint, Mich. By separate action, the Commission granted application of WJR for mod. of CP to change transmitter location to 20½ miles northwest of Flint city limits, make minor antenna changes, and change studio location within Flint. Commissioner Hennock dissented. Action April 13.

KORK Las Vegas; KOLO Reno, Nev.—FCC by order, stayed its action of April 6 granting applications for assignment of license of KORK, Las Vegas, Nev., from Reno Bcstg Co., to Southwestern Bcstg. Co., and assignment of license of KOLO Reno, Nev., from Reno Bcstg. Co., to Western Bcstg. Co., pending a decision by the Commission on the merits of the questions raised in petitions filed April 6-7 by KLAS-TV, Las Vegas Television, Inc., and Las Vegas Bcstrs., Inc., KLAS, both of Las Vegas, Nev. Action April 13.

Albany-Schenectady-Troy, N. Y.—Deintermixture. FCC by notice of further proposed rule making, asked for comments by May 20 to specific questions involved in the rule-making proceeding initiated Dec. 17 last on petition by Hudson Valley Bcstg. Co. (WROW-TV, ch. 41), Albany, N. Y., to assign tv ch. 10 to Vail Mills, N. Y., and a counter proposal by Van Curler Bcstg. Co. (WTRI [TV] ch. 35), Albany (currently off the air), to deintermix vhf and uhf commercial assignments in the Albany-Schenectady-Troy area by changing the Albany educational reservation from ch. *17 to ch. 6. A subsequent oral argument will be held before the Commission at a time to be specified later. Commissioner Hennock dissented. Action April 20.

Syosset; Islip, N. Y.—FCC by memorandum opinion and order denied a March 4 petition of George V. Spohrer to accept late appearance in hearing on his application for new am station on 540 kc, 250 w, daytime in Syosset, N. Y., and reply to Feb. 28 petition of Broadcast Bureau to dismiss his application, and dismissed said application with prejudice; removed from hearing docket and returning to processing line application of Great South Bay Bcstg. Co., seeking the same facilities in Islip, N. Y. Action April 13.

Hermiston, Ore.—FCC designated for hearing bid of Carl F. and Sarah Knierim for new am station on 800 kc, 250 w daytime; made KPDQ Portland, Ore., party to the proceeding. Action April 14.

WKST-TV New Castle, Pa.—Tv Allocation. FCC by report and order, denied petition of WKST Inc., permittee of WKST-TV (ch. 45) New Castle, Pa., filed Dec. 15, 1954, requesting exchange of chs. 45 and 73 between New Castle, Pa., and Youngstown, Ohio, and terminated proposed rule making proceeding of Feb. 11 in this matter. Action April 20.

Proposed Rule Making—Tv Allocations. FCC invites comments by May 13 to proposed rule making to amend the tv table of assignments to make ch. 18 in Fresno, Calif., available for commercial use by changing educational reservation there from ch. *18 to ch. *53, or alternatively to interchange ch. 30 (presently assigned to Madera, Calif.) with ch. 53 at Fresno. The basic petition by John Poole Bcstg. Co., permittee of KBID-TV Fresno, was filed Feb. 25, and KBID-TV was ordered to show cause why its permit should not be modified to specify operation on either ch. 18 or ch. 30 in lieu of ch. 53. Action April 13.

Proposed Rule Making—Tv Allocation. FCC by notice of proposed rule making, invites comments by May 13 to conflicting petitions of the Jacksonville Journal Co., (WJHP-TV, ch. 36), Jacksonville Fla., to assign tv ch. 10 to Bunnell, Fla., and of Suncoast Cities Bcstg. Corp., St. Petersburg, Fla., to assign that channel to New Port Richey. Fla. Action April 13.

WTOV-TV Norfolk, Va.—FCC by memorandum opinion and order, denied petition filed Feb. 8 by Commonwealth Bcstg Corp., permittee of WTOV-TV (ch. 27), Norfolk, Va., and Feb. 25 supplement thereto, requesting reconsideration of Commission's report and order of Jan. 26 in Docket 11168 denying request of WTOV-TV to assign vhf ch. 13 to Princess Anne, Va. Action April 13.

Walla Walla, Wash.—Tv Allocation. FCC by notice of proposed rule making, invites comments by May 16 to petition of KSEM Inc., Moses Lake, Wash., filed Feb. 14 to assign ch. 8 to Moses Lake by removing it from Walla Walla and as-

sign ch. 11 instead to Walla Walla and change offset requirement of ch. 11 in Tacoma, Wash. from 11 plus to 11 minus. Action April 19.

Green Bay, Wis.—FCC by memorandum opinion and order postponed its Feb. 23 grant of transfer of Valley Telecasting Co. (WFRV-TV, ch. 5), Green Bay, Wis., from Clayton Ewing, et al., to Neenah-Menasha Bcstg. Co. pending hearing on said transfer to be held April 29 before the Commission en banc. This action was based on a petition filed March 21 by M & M Bcstg. Co., (WMBV-TV, ch. 11) Marinette, Wis.; other parts of which were denied. Commissioners Hennock and Bartley dissented. Action April 19.

Routine Roundup . . .

April 14 Decisions

BROADCAST ACTIONS

By the Commission en banc

Renewal of License

Granted renewal of licenses for the regular period to the following stations:

WXRF Guayama, P. R.; WRHC Jacksonville, Fla.; WWWB Jasper, Ala.; WDAR Savannah, Ga.; WWWF Fayette, Ala.; WHTB Talladega, Ala.; WROS Scottsboro, Ala.; WMFC Monroeville, Ala.; WBRO Waynesboro, Ga.; WABZ Albemarle, N. C.

April 15 Decisions

ACTION ON MOTIONS

By Commissioner Robert T. Bartley

WAGC Fort Oglethorpe, Ga.; E. Weaks McKinney-Smith, Paducah, Ky. — Denied motion of WAGC to amend its application (Docket 11272; BP-9106), to show changes in estimated cost of construction, etc. (Action of 4/13).

Jacksonville, Fla., City of Jacksonville; Florida-Georgia Tv Co.; Jacksonville Bcstg. Corp.—Granted joint petition of City of Jacksonville and Florida-Georgia Tv Co. for an extension of time to and including May 16 in which to file exceptions to initial decision in re ch. 12 (Dockets 10833 et al.) (Action of 4/13).

Broadcast Bureau—Granted petition for an extension of time to and including April 15 within which to file a response to petition for review of Examiner's ruling and for clarification of issues in re consent to transfer of control of WROW-AM-TV Albany, N. Y., filed by protestant (Action of 4/12) (Docket 11243).

The Dept. of Defense, The Air Transport Assn. of America, The Aircraft Owners & Pilots Assn. —Granted petitions for leave to intervene in the hearing re application of John A. Barnett (KWSW-TV), Roswell, N. M., for modifying existing tv facilities (Docket 11303) (Action of 4/11).

By Hearing Examiner James D. Cunningham on April 11

Boston, Mass., Mass. Bay Telecasters Inc.—On request, dismissed motion of party for additional time to submit corrections to transcript of hearing in proceeding re ch. 5 (Docket 8739 et al.).

By Hearing Examiner Annie Neal Huntting on April 11

Miners Bcstg. Service Inc., Ambridge, Pa.; Louis Rosenberg, Tarentum, Pa.; Somerset Bcstg. Co., Painesville, Ohio—The Examiner, on her own motion, continued from May 2 to June 7 the hearing on applications for new am stations (Dockets 11202 et al.).

By Hearing Examiner Basil P. Cooper on April 12

Great South Bay Bcstg. Co., Islip, N. Y.; George V. Spohrer, Syossett, N. Y.—The Examiner, on his own motion, set aside that portion of his order of April 4 which grants petition of George V. Spohrer to accept his late appearance in proceeding re (Dockets 11256-57).

By Hearing Examiner J. D. Bond on April 12

WFPA Fort Payne, Ala., George A. Gothberg Jr.—Granted petition for leave to amend application for renewal of license (Docket 11213) so as to include the financial statement received March 14; said statement was incorporated by reference into a part of the evidence of the record and the record was thereby closed.

By Hearing Examiner Hugh B. Hutchison

WHMA Anniston, Ala., Anniston Bcstg. Co.—The hearing examiner on his own motion, continued without date the hearing scheduled for April 14 (Docket 11229) (Action of 4/13).

Houston, Tex., KTRH Bcstg. Co.; Democrat Printing Co.—Granted petition to cancel prehearing conference scheduled for April 15, and the hearing scheduled for April 18 was continued to April 26, in re applications of Texas Star Bcstg. Co., and KTRH (Dockets 8258, 8753) (Action of 4/14).

April 15 Applications

ACCEPTED FOR FILING

Construction Permit

WAVU Albertville, Ala., Pat Murphy Courington and Mrs. Ivo H. Sparkman d/b as Sand Mountain Bcstg. Service—CP to increase power from 500 w to 1 kw; install a new transmitter and change antenna-transmitter location (BP-9790).

KIMN Denver, Colo., KIMN Inc.—CP to install a new transmitter and change studio location to 5350 West 20th Ave., Denver, Colo. (BP-9792).

Detroit, Mich., Burns Avenue Baptist Church—Mod. to change name to Grosse Pointe Baptist Church and to transmit programs from Mack Ave. and Base Line Rd., Grosse Pointe Woods, Mich., to CKLW Windsor, Ont., Canada (BMFP-4).

Renewal of License

KDMS El Dorado, Ark., El Dorado Bcstg. Co.—(BR-2508).

KJOE Shreveport, La., Audiocasting Inc.—(BR-2984).

WGLC Centreville, Miss., Southern Bcstg. Co.—(BR-2604).

WMDC Hazelhurst, Miss., Southwestern Bcstg. Co. of Miss.—(BR-2835).

WMBC Macon, Miss., J. W. Furr—(BR-1491).

WHOC Philadelphia, Miss., William Howard Cole—(BR-2080).

WRJW Picayune, Miss., Tung Bcstg. Co.—(BR-2429).

Remote Control

KTTW Trenton, Mo., Trenton Bcstg. Co.—(BRC-698).

Application Returned

KWRF Warren, Ark., Paul Fiser and John G. Rye d/b as Pines Bcstg. Co.—Voluntary assignment of license to Paul Fiser, John G. Rye and Lee Reaves d/b as Pines Bcstg. Co. (Filed on wrong form).

Application Dismissed

Colorado Springs, Colo., Arenze Bcstrs.—CP for new standard station on 970 kc, 1 kw daytime hours only (BP-9495).

License for CP

WJIM-TV Lansing, Mich., Gross Telecasting Inc.—License to cover CP (BPCT-883) as mod., which authorized changes in facilities of existing tv station (BLCT-292).

KTVX (TV) Muskogee, Okla., Tulsa Bcstg. Co.—License to cover CP (BPCT-1261) as mod., which authorized new tv station and to change studio location from 2900 block of Muskogee city limits, Muskogee, to 720 East Side Blvd., Muskogee (Contingent on grant of BMPCT-2126) (BLCT-290).

WDSM-TV Superior, Wis., Northwest Pub. Inc. —License to cover CP (BPCT-728) as mod., which authorized new tv station (BLCT-272).

April 18 Applications

ACCEPTED FOR FILING

Modification of CP

WTIV Titusville, Pa., Crawford Bcstg. Co.—Mod. of CP (BP-9162) which authorized new standard station for extension of completion date (BMP-6813).

Construction Permit

WGMN Arecibo, P. R., Caribbean Bcstg. Corp. —CP to install an auxiliary transmitter (at present site of main transmitter) to be operated on 1280 kc, 250 w for auxiliary purposes only (BP-9799).

Remote Control Operation

WRR Dallas, Tex., City of Dallas—(BRC-699).

Renewal of License

KLRA Little Rock, Ark., Arkansas Bcstg. Co.—(BR-575).

WAFB Baton Rouge, La., Modern Bcstg. Co. of Baton Rouge Inc.—(BR-2028).

Modification of CP

WKAT-FM Miami Beach, Fla., WKAT Inc.—Mod. of CP (BPH-1701) as mod. which replaced expired permit for extension of completion date (BMPH-4989).

KRBB (TV) El Dorado, Ark., South Ark. Television Co.—Mod. of CP (BPCT-1590) as mod., which authorized a new tv station to extend completion date to 9-1-55 (BMPCT-3034).

KKTV (TV) Colorado Springs, Colo., Tv Colorado Inc.—Mod. of CP (BPCT-886) as mod., which authorized new tv station to extend completion date to 10-26-55 (BMPCT-3028).

WOBS-TV Jacksonville, Fla., Southern Radio and Equipment Co.—Mod. of CP (BPCT-1391) as mod., which authorized new tv station to extend completion date to 10-12-55 (BMPCT-3031).

WBOC-TV Salisbury, Md., The Peninsula Bcstg. Co.—Mod. of CP (BPCT-1304) as mod., which authorized new tv station to extend completion date to 11-11-55 (BMPCT-3004).

WLBT (TV) Jackson, Miss., Lamar Life Bcstg. Co.—Mod. of CP (BPCT-1030) as mod., which authorized new tv station to extend completion date to 10-26-55 (BMPCT-3030).

KOAT-TV Albuquerque, N. M., Alvarado Television Co.—Mod. of CP (BPCT-721) as mod., which authorized a new tv station to extend completion date to 11-1-55 (BMPCT-3029).

WXEL (TV) Cleveland, Ohio, Empire Coil Co. —Mod. of CP (BPCT-819) as mod., which authorized changes in facilities of existing tv station to extend completion date to 10-30-55 (BMPCT-3032).

WCOS-TV Columbia, S. C., Radio Columbia—Mod. of CP (BPCT-1072) as mod., which authorized new tv station to extend completion date (BMPCT-3033).

KPAR-TV Sweetwater, Tex., Texas Telecasting Inc.—Mod. of CP (BPCT-1736) as mod., which authorized new tv station to extend completion date to 10-26-55 (BMPCT-3027).

License for CP

WDEL-TV Wilmington, Del., WDEL Inc.—License to cover CP (BPCT-1880) as mod. which authorized changes in facilities of existing tv station (BLCT-294).

WBKB (TV) Chicago, Ill., American Bcstg.-Paramount Theatres Inc.—License to cover CP (BPCT-1915) which authorized auxiliary transmitters located at main transmitter site (BLCT-293).

April 18 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of April 15

Granted License

WHA-FM Madison, Wis., State of Wisconsin State Radio Council—Granted license for changes in auxiliary transmitter (BLED-169).

WMRI-FM Marion, Ind., Chronicle Pub. Co.—Granted license for changes in fm station (BLH-1043).

Construction Permit

WCMC Wildwood, N. J., Francis J. Matrangola—Granted CP to change antenna-transmitter location (BP-9757).

Modification of CP

WHBN Harrodsburg, Ky., Pioneer Bcstg. Co.—Granted mod. of CP for change in type of transmitter (BMP-6804).

WBLU Paris, Ky., Paris Bcstg. Co.—Granted mod. of CP to change antenna-transmitter location (BMP-6800).

WKBJ Milan, Tenn., West Tennessee Bcstg Co.—Granted mod. of CP for change in type transmitter (BMP-6809).

Remote Control

WRR Dallas, Tex., City of Dallas, Tex.—Granted authority to operate transmitter by remote control while using non-directional antenna.

Modification of CP

The following were granted extensions of completion dates as shown: WLBT (TV) Jackson, Miss., to 10-26-55; KOAT-TV Albuquerque, N. M., to 10-26-55.

Actions of April 14

Granted License

WSAU Wausau, Wis., Wisconsin Valley Tv Corp.—Granted license to replace existing fm antenna with new tv antenna atop the am tower (BL-5549).

WEBC Duluth, Minn., Head of the Lakes Bcstg. Co.—Granted license covering change of frequency, change from employing directional antenna night only (DA-N) to day and night (DA-2), change in transmitter location, installation of new transmitter and for changes in directional antenna system (BL-5618).

Early Sign-Off

WKOX Framingham, Mass., WKOX Inc. — Granted permission to sign off at 6 p.m., EST, from last week of April to last week of September.

KENA Mena, Ark., R. B. Bell—Granted permission to sign-off each day at local sunset for a period of 90 days.

Construction Permit

WLEW Bad Axe, Mich., Port Huron Bcstg. Co.—Granted CP to change frequency for auxiliary transmitter from 1540 kc to 1340 kc (BP-9781).

WEBK Tampa, Fla., Hillsboro Bcstg. Co.—Granted CP to install a new transmitter (composite) as an auxiliary transmitter, at present location of the main transmitter, to operate on 1590 kc, 250 w (BP-9780).

Modification of CP

WKAT-FM Miami Beach, Fla., WKAT Inc.—Granted extension of completion date to 11-12-55.

Actions of April 13

Construction Permit

WIL-TV St. Louis, Mo., Missouri Bcstg, Corp.—Granted CP to replace expired CP (BPCT-1444) as mod. which authorized new tv station on ch. 42 (BPCT-1976).

Remote Control

KTTN Kirksville, Mo., Trenton Bcstg. Co.—Granted authority to operate transmitter by remote control.

Modification of CP

WILL-FM Urbana, Ill., U. of Ill.—Granted extension of completion date to 6-1-55.

Actions of April 12

Modification of CP

KAMQ Amarillo, Tex., Top of Texas Bcstg. Co.—Granted mod. of CP to change type of transmitter (BMP-6810).

The following were granted extensions of completion dates as shown: KTYL Mesa, Ariz., to 8-10-55, condition; KFMB-TV San Diego, Calif., to 10-12-55; WOOK-TV Washington, D. C., to 10-24-55; WDBO-TV Orlando, Fla., to 10-23-55; WMSL-TV Decatur, Ala., to 10-25-55; KCMO-TV Kansas City, Mo., to 10-25-55; KSTF Scottsbluff, Neb., to 10-18-55; WSLA Selma, Ala., to 10-24-55; KARK-TV Little Rock, Ark., to 10-20-55.

Actions of April 11

Modification of CP

The following were granted extensions of completion dates as shown: WBOP Pensacola, Fla., to 8-22-55; KFUO Clayton, Mo., to 10-4-55, condition; WMUB Oxford, Ohio, to 9-1-55.

Remote Control

WBMC McMinnville, Tenn., Cumberland Valley Bcstg. Co.—Granted authority to operate transmitter by remote control.

Action of April 13

Construction Permit

KUGN-FM Eugene, Ore., KUGN Inc.—Granted CP to replace expired CP (BPH-1992) which replaced an expired CP, expired 2-20-55 (BPH-2026).

April 19 Applications

ACCEPTED FOR FILING

Applications Dismissed

Hillsdale, Mich., Hillsdale College—CP for new station on 1570 kc, 250 w, daytime hours only (BP-9552).

Kansas City, Mo., A. L. Chilton, Leonore H. Chilton and James Ralph Wood, a partnership d/b as Sky Bcstg. Service—CP for new station on 1130 kc, 1 kw, daytime hours only (B4-P-5373).

License for CP

KFML (FM) Near Golden, Colo., Evert A. Bancker Jr.—License to cover CP (BPH-1834) as mod. which authorized new fm station (BLH-1044).

Modification of CP

KTTV (TV) Los Angeles, Calif., KTTV Inc.—Mod. of CP (BPCT-1756) as mod. which authorized changes in facilities of existing tv station to extend completion date to 11-3-55 (BMPCT-3038).

KCCC-TV Sacramento, Calif., Capital City Tv Corp.—Mod. of CP (BPCT-1330 as mod. which authorized new tv station to extend completion date to 11-3-55 (BMPCT-3039).

KOA-TV Denver, Colo., Metropolitan Television Co.—Mod. of CP (BPCT-941) as mod. which authorized new tv station to extend completion date to 11-9-55 (BMPCT-3045).

KULA-TV Honolulu, Hawaii, Pacific Frontier Bcstg. Co.—Mod. of CP (BPCT-1671) as mod. which authorized new tv station to extend completion date (BMPCT-3036).

WMCN (TV) Grand Rapids, Mich., Peninsular Bcstg. Co.—Mod. of CP (BPCT-1730) which authorized new tv station to extend completion date to 11-2-55 (BMPCT-3037).

WNAO-TV Raleigh, N. C., Sir Walter Television Co.—Mod. of CP (BPCT-1156) as mod. which authorized new tv station to extend completion date to 9-7-55 (BMPCT-3044).

License for CP

KCEN-TV Temple, Tex., Bell Pub. Co.—License to cover CP (BPCT-1426) as mod. which authorized new tv station (BLCT-295).

April 20 Decisions

BROADCAST ACTIONS

By the Commission en banc

Renewal of License

The following were granted renewal of licenses for the regular period:
WAUG-AM-FM Augusta, Ga.; WCGA Calhoun, Ga.; KPAC Port Arthur, Tex.; WGWD Gadsden, Ala.; WQXI Atlanta, Ga.; WGSV Guntersville, Ala.; WCRT Birmingham, Ala.; WOL-AM-FM Washington, D. C.

April 20 Applications

Accepted for Filing

CP

WICH Norwich, Conn., Eastern Conn. Bcstg. Co.—CP to install the old transmitter as an auxiliary transmitter (at present location of the main transmitter) to be operated on 1310 kc with power of 250 w, employing directional antenna (BP-9802).

WESX Marblehead, Mass., North Shore Bcstg. Corp.—CP to install a new transmitter (BP-9801).

Remote Control

KVBC Farmington, N. M., Radio Station KVBC—(BRC-700).

WHSC Hartsville, S. C., Hartsville Bcstg. Co.—(BRC-702).

KWEM Memphis, Tenn., KWEM Inc.—(BRC-701).

Application Dismissed

KJCK Junction City, Kan., Ralph L. Weir Jr. tr/as Junction City Bcstg. Co.—CP to change from 1420 to 630 kc, decrease power from 1 kw to 500 w; change hours of operation from daytime to unlimited; install DA for day and night use (DA-2) and change transmitter and studio locations (BP-9012).

Modification of CP

WGKA Atlanta, Ga., Glenkaren Associates Inc.—Mod. of CP (BP-9460) which authorized new standard station to change antenna-transmitter location, change studio location, type of transmitter and side mount fm antenna on am tower (BMP-6815).

KXOL Fort Worth, Tex., Fort Worth Bcstg. Co.—Mod. of CP (BP-9387) which authorized increased daytime power and install new transmitter for change in type of transmitter (BMP-6814).

Renewal of License

WBHB Fitzgerald, Ga., Ben Hill Bcstg. Corp.—(BR-1324).

KAPB Marksville, La., Avoyelles Bcstg. Corp.—(BR-3036).

Applications Returned

WARE Ware, Mass., Central Bcstg. Corp.—CP to change hours of operation from daytime to unlimited, using power of 1 kw and install directional antenna for night use only (DA-N) (Engineering not notarized).

KTXL San Angelo, Tex., Westex Bcstg. Co.—License to cover CP (BP-9523) which authorized erection of new antenna and mount tv antenna on top; change transmitter location and change studio location (Incomplete).

KURA Moab, Utah, R. L. McAlister—Voluntary assignment of CP to Moab Bcstg. and Television Corp. (Exhibits dated later than application).

Plymouth, Mass., H. Scott Killgore—CP for new standard station on 990 kc, with power of 1 kw, daytime hours of operation (at request of applicant) (BP-8940).

Plymouth, Mass., Sherwood J. Tarlow—CP for new standard station on 1390 kc, with power of 500 w, daytime hours of operation (at request of attorney) (BP-9007).

West Warwick, R. I., Jack C. Salera, Lorraine M. Salera and Peter B. Gemma d/b as Neighborly Bcstg. Co.—CP for new standard station on 980 kc, with power of 500 w, daytime hours of operation (per section 1.381) (BP-9453).

Renewal of License

WMUN (FM) Muncie, Ind., Tri-City Radio Corp.—(BRH-67).

License for CP

WBEN-FM Buffalo, N. Y., WBEN Inc.—License to cover CP (BPH-1897) as mod. which authorized an aux. transmitter (BLH-1045).

Modification of CP

WHP-FM Harrisburg, Pa., WHP Inc.—Mod. of CP (BPH-410) as mod. which authorized new fm station for extension of completion date (BMPH-4991).

KWWL-TV Waterloo, Iowa, Black Hawk Bcstg. Co.—Mod. of CP (BPCT-815) as mod., which authorized new tv station to extend completion date to 11-3-55 (BMPCT-3040).

KNOX-TV Grand Forks, N. D., Community Radio Corp.—Mod. of CP (BPCT-1760) as mod., which authorized new tv station to extend completion date to 11-10-55 (BMPCT-3048).

License for CP

KCJB-TV Minot, N. D., North Dakota Bcstg. Co.—License to cover CP (BPCT-1333) as mod., which authorized new tv station (BLCT-279).

Modification of CP

WMVT (TV) Montpelier, Vt., Mt. Mansfield Tv Inc.—Mod. of CP (BPCT-1327) as mod., which authorized new tv station to extend completion date to 11-12-55 (BMPCT-3046).

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
1735 De Sales St., N. W. ME. 8-5411
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414
*Member AFCCE **

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
*Member AFCCE **

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Notch, N. J.
*Member AFCCE **

GEORGE C. DAVIS
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
*Member AFCCE **

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
*Member AFCCE **

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
*Member AFCCE **

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
*Member AFCCE **

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
*Member AFCCE **

FRANK H. McINTOSH
CONSULTING RADIO ENGINEER
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 8-4477
*Member AFCCE **

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
*Member AFCCE **

WELDON & CARR
Consulting
Radio & Television
Engineers
Washington 6, D. C. Dallas, Texas
1001 Conn. Ave. 4212 S. Buckner Blvd.
*Member AFCCE **

PAGE, CREUTZ, GARRISON & WALDSCHMITT
CONSULTING ENGINEERS
710 14th St., N. W. Executive 3-5670
Washington 5, D. C.
*Member AFCCE **

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
*Member AFCCE **

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
*Member AFCCE **

GUY C. HUTCHESON
P. O. Box 32 AR. 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
*Member AFCCE **

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W. EX 3-8073
WASHINGTON 5, D. C.

GEO. P. ADAIR ENG. CO.
Consulting Engineers
Radio-Television
Communications-Electronics
1610 Eye St., N.W., Washington 6, D. C.
Executive 3-1230 Executive 3-5851

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone 6-2924
*Member AFCCE **

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
821 MARKET STREET
SAN FRANCISCO 3, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
HEnderson 2-3177
*Member AFCCE **

J. G. ROUNTREE, JR.
4515 Prentice Street
EMerson 3266
Dallas 6, Texas

VIR N. JAMES
SPECIALTY
Directional Antenna Proofs
Mountain and Plain Terrain
3955 S. Broadway Sunset 9-9182
Denver, Colorado

IF YOU
DESIRE TO JOIN
THESE ENGINEERS
in Professional Directory advertising contact
BROADCASTING • TELECASTING
1735 DeSales St., N. W., Wash. 6, D. C.

*Member AFCCE **

SERVICE DIRECTORY

COMMERCIAL RADIO MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT
SERVICE FOR FM & TV
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

CAPITOL RADIO ENGINEERING INSTITUTE
Accredited Technical Institute Curricula
3224 16th St., N.W., Wash. 10, D. C.
Practical Broadcast, TV, Electronics engineering home study and residence courses. Write For Free Catalog, specify course.

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
* 1953 ARB Projected Readership Survey

TO ADVERTISE IN THE
SERVICE DIRECTORY
Contact
BROADCASTING • TELECASTING
1735 DESALES ST., N.W., WASH. 6, D. C.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Commercial manager. $75.00 draw against 15% commission plus bonus arrangement. Must be producer. Send details, references and recent photo at once. Here's your opportunity to graduate to management in a short time if you really produce. Reply Box 225A, B•T.

Sales manager with productive record. Five figure opportunity. National company. Salary, commission and travel expenses. Box 229A, B•T

Expanding broadcasting organization, owning three stations, wants manager for 5 kw major market independent outlet in one of the top ten markets. Desire experienced manager with proven sales record. Salary, bonus and other fringe benefits. Write full details of experience and background. Box 244A, B•T.

Station manager — new daytimer, 500w directional, KSUL, Sulphur, Louisiana, first class ticket preferred but not essential. Want crackerjack hustler who can produce. Good salary and percent. Needed in thirty days. J. A. West, Jr., KDMS, El Dorado, Arkansas.

WKOZ, Kosciusko, Mississippi, increasing power to 5000 watts, desires commercial manager and one additional salesman. Supply references, qualifications, expected pay first letter. Address reply to WKOZ, Kosciusko, Mississippi.

Salesmen

Florida coastal independent wants young self-starting experienced radio account executive looking for challenge and opportunity. Excellent commission rate. No high pressure men or women. Protected accounts. Box 749G, B•T.

Independent chain needs an experienced salesman immediately. Send complete resume and photograph. $500.00 a month guarantee against excellent commission. Must be producer. Box 138A, B•T.

Wanted: Man or woman salesman. $50 a week, plus 25% commission. Box 176A, B•T.

Wanted: Salesman for WKAI, Macomb, Illinois. $400.00 per month, plus percentage. Contact: Allen Fobes, Manager. Write full details or personal interview. Phone 1350.

RADIO

Help Wanted—(Cont'd)

Salesman needed for radio station in excellent market. Proven sales experience. Advise background, salary requirement. Guarantee against 15%. P.O. Box 27, Pensacola, Florida.

Announcer

Humorous DJ—Fast flowing ad lib. Jovial, full of fun, infectious personality. Production minded. Actor background. Single. For Pa., N. Y., Michigan, Ohio, Illinois area. Box 933G, B•T.

Disc Jockey to take over high rated shows. Must have successful record in competitve market, have solid record background. No comedies or monologists, please. Reply in detail, as to previous experience, salary expected and attach small photo, which will not be returned. Box 150A, B•T.

Announcer. With DJ and news experience. North central region; station in metropolitan market. Five full details, including past earnings and salary expected. Box 151A, B•T.

Announcer for large metropolitan area radio station. State experience, recommendation and when available. Will be held in confidence. Two hundred dollars a week, paid vacation. New York City background preferred. Union affiliation not required. Box 216A, B•T.

Good quality announcer. Restricted license considered. Morning shift, 5000 watt fulltime. Great Lakes region. Send tape, photo, resume. Box 252A, B•T.

This can be your dream job! We want a top-flight, all-around announcer for one of the most successful radio stations in the east. Salary $125 a week. Future unlimited. Tell all in first letter to Box 264A, B•T.

Immediate opening for announcer-engineer, first phone. Contact Winston Ward, KIMP, Mt. Pleasant, Texas.

Station programming 80% western music needs good DJ with first class ticket. Short hours, fair pay with opportunity to sell as extra bonus. Call, write, or wire Joe Treadway, Radio KPEP, San Angelo, Texas.

Announcer with first class license. Send tape, experience, references and salary requirements to WIZZ, Streator, Illinois.

Experienced announcer needed at $80.00 per week. Rush audition and qualifications to WOOF, Dothan, Alabama.

Combination announcer . . . first phone . . . immediate opening . . . Marksville, Louisiana. J. E. Judd. Phone 7206.

Technical

Combination, 1st phone for chief, remote control operation, experience as announcer, daytimer in Arkansas. Write Box 137A, B•T.

Radio engineer for major New York radio station. One hundred fifty dollars per week, paid vacation. Must be experienced. Give full qualifications in first letter including stations worked and when you can start. You need not have union affiliation. Box 217A, B•T.

Opening for chief engineer-announcer. Prefer family man. Must be stable and qualified. Southern station. Salary $100.00 a week. Box 232A, B•T.

Combo-man, 1st phone, must be capable maintenance man and have experience in announcing. Good opportunity on daytime station. Contact Clint Formby, KPAN, Hereford, Texas.

Need chief engineer immediately. Give full details including salary, first letter. Paul E. Reid, WCEH, Hawkinsville, Georgia.

RADIO

Help Wanted—(Cont'd)

Chief engineer. 250 watt am independent. Must be experienced. Permanent position. WGIL, Galesburg, Illinois.

Help wanted—combo man, first class license, $85 per week starting. WKAM, Goshen, Indiana.

Chief engineer—announcer—$85.00 for 40-hour week, double time holidays, paid vacation, bonus plan. Send snapshot and audition to WSSV, Petersburg, Virginia.

Wanted: Engineer first phone, network station. WSYB, Rutland, Vermont.

Production-Programming, Others

Learn news—assistant to news director wanted. Make calls, rewrite, staff. Qualifications: Good voice; command of English; confidence you could learn to edit and write. Midwest. $60 to start. Box 990G, B•T.

Continuity writer wanted for midwest am-tv operation, city of 100,000. Must have previous experience. Send copy sample, references and biography. Box 136A, B•T.

Program director am-tv. Able to take charge and supervise both, with emphasis on local programming. Tell us your success story in detail, including your ability to produce audience-building programs, on modest budget, promotional and executive background, etc. Confidential. Box 152A, B•T.

Situations Wanted

Managerial

Midwest—Wisconsin preferred. Now managing southern station—desire return north. Capable in sales, programming, supervision. Present employers recommend. Box 971G, B•T.

General manager thoroughly experienced, young, successful, fifteen years, all phases. Desires progressive small or medium market. South preferred. Excellent references. Box 975G, B•T.

Manager: Experienced working manager, now employed, good announcer, sportscaster, salesman. Best of references. Florida preferred but will accept southern state. Box 202A, B•T.

Experienced national and local radio and television salesman . . . with all the qualifications for commercial manager. Wishes to obtain a commercial manager's position where I can buy stock in station and obtain more stock from commissions. The station I want to work for needs me. Needs new blood for all-around good programs and sales experience. Station that needs a team man who can get the job done in Harmony. Middle thirties . . . married . . . presently employed. Box 209A, B•T.

Looking for clean-cut, sober manager? 10 years experience, all phases. 1st phone. Prefer small town. Permanent. Write Box 210A, B•T.

Available now. General manager, experienced all phases. Radio veteran. Efficient, energetic, reliable. Television or radio. Box 215A, B•T.

Hardworking sober family man wishes connection as manager or salesman with Carolina radio station. Present connection six years. Interview. Box 218A, B•T.

Assistant manager: Complete radio background of sales, programming, announcing, copy, training and supervision of personnel. 33, married, capable, dependable, permanent. Box 226A, B•T.

Broadcasters in Florida—Texas—California. Do you seek an experienced, aggressive, hard-hitting station manager? Only black ink used as manager of a 250 watt station in a small market. Presently commercial manager of an independent station in the northeastern ten-radio and six-television station market. Top industry and current employer references. Age 33. Married with four children. Extremely active in community life. Completely sold on radio business. Sober, of good health and character. Work background and experience rushed on request. Box 238A, B•T.

Manager, eight years experience, age 31, family, excellent record, southeast only. Box 247A, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer: Well versed in play-by-play, also versatile staff work. College grad. 2½ years experience. Box 201A, B•T.

Top DJ, news, sports, commercials. Experienced. College graduate. Tape, resume. Prefer East. Box 206A, B•T.

Girl DJ—experienced in all phases of broadcasting—including board operator limited experience in N. Y. C. stations. Box 207A, B•T.

Announcer—radio-television. 5 years experience—relocate—base salary and talent. Box 208A, B•T.

Announcer, good voice, strong news and commercials. Young, personable, single. No tux—will travel. Box 213A, B•T.

Staff announcer, sports, married, draft exempt, conscientious, 3rd class ticket. Box 220A, B•T.

Sports—staff announcer. Will pull regular shift plus talent on all sports. Excellent references for play-by-play. Employed. Box 222A, B•T.

Announcer with varied experience interested in becoming small station PD, beginning tv, or combining announcing and sales. Box 224A, B•T.

Announcer—single, college grad, third phone. Tops in news and sports. Play-by-play. Willing to travel. Box 231A, B•T.

Staff announcer—news, sports, commercials, control board. Third ticket, veteran, married, will travel, tape, resume on request. Box 234A, B•T.

2 years net—independent; versatile; temporary to Sept.; recommendations; around New York. Box 236A, B•T.

Announcer, pleasant voice, personality, station staff, news, commercials, sports, 27, single, BBA degree, 3rd phone, dependable, travel, tape, references. Box 239A, B•T.

Negro—DJ, personality plus—program market. Conscientious staffer, pop specialty, strong commercials, listener appeal—3rd ticket—tape resume, references, Box 240A, B•T.

Staff announcer—young, single, adaptable. Well qualified. Good news, commercials, DJ, C.B.O. Pleasant voice. 3rd ticket. Free to travel. Tape, photo, resume, available. Box 241A, B•T.

Staff announcer—married. Strong news, play-by-play, commercial. Mature friendly delivery. Will travel. Available May 10. Tape, resume. Box 242A, B•T.

Can do an excellent job for a radio station in broadcasting and public relations. 12 years experience as woman commentator in radio and television. Also worked as free-lance fashionist conducting fashion shows and lectures. Transcriptions and references upon request. Box 243A, B•T.

Attractive negro girl: All phases radio. Strong DJ feature, continuity. Thoroughly trained. 3rd phone. Tape. Box 245A, B•T.

RADIO

Situations Wanted—(Cont'd)

Mature experienced announcer deejay. Special events. Now available. Consider all. Box 250A, B•T.

All-around staffer. Strong on news, friendly style. Commercial, DJ show, play-by-play sports. Vet. Age 25. Light experience. Third class license, car, tape, available. Box 251A, B•T.

Personality disc jockey, staff announcer, news. Good potentials. Limited experience. Single, free to travel. Easy to get along with. Draft exempt. Box 254A, B•T.

Announcer: Speciality records: Desires friendly station, day or night. Employed. Box 256A, B•T.

Sportscaster. Five years experience in baseball, football and basketball. Presently employed but station has dropped baseball. Salary plus talent. Write or wire Box 257A, B•T.

Experienced, well seasoned announcer-DJ, with success in highly competitive radio-tv market, seeking greener pastures. Versatile, sober, mature. College grad. Tape tells all. Box 259A, B•T.

Announcer: Four years experience: Desires midor southeast. Married, children, employed. Same station three years. Combination with ticket. References: Photo on request. Don Archer, Telephone Sunset 3-5987, Ft. Smith, Arkansas.

Announcer, all-around experience—strong news; sports including play-by-play; continuity; friendly DJ style; good commercial. New England, New York, New Jersey, Pennsylvania. Third class license. Raymond F. Damgen, 111 North Walnut Street, East Orange, New Jersey. Phone Orange 6-8872.

Livewire DJ, versatile, sports play-by-play, 28, married, vet, sincere, reliable, 2 years experience. Peter Franklin, 73 Propp Avenue, Franklin Square, Long Island, New York. Phone Floral Park 2-6286.

Staff announcer, agreeable personality, DJ specialty, news, commercials, will travel. Permanent opportunity, single, vet, light experience, dependable worker, technical background. References, tape. John George, % Allen, 500 East 77th Street, New York, N. Y.

Staff announcer, experienced, good DJ, boardman, restricted license, car, will travel, tape, photo, resume, WOHP, Bellefontaine, Ohio, c/o R. Lentz.

Announcer: Strong on news and commercials, third class ticket, college, married, children, vet. Michael Lepre, 760 William Street, Harrison, New Jersey.

Announcer. Seven years experience. 27. Good delivery. Single. Car. Quentin Woodward, 1712 Dakota, Chickasha, Oklahoma. Phone 1836.

Sports play-by-play my selling point. Can do good staff job too. Presently employed, contact Mike Wynn, Box 701, Logan, West Virginia. Phone 254.

Technical

Engineer—experienced, mature, married—desires to relocate as chief. Prefer daytimer in south or southwest. Other proposition considered. Available weeks notice. Box 219A, B•T.

Transmitter supervisor—experienced high power am-tv, construction, maintenance, and operations. Box 221A, B•T.

RADIO

Situations Wanted—(Cont'd)

Chief engineer, complete station engineering. Long experienced, economical, respectable and sober. Expert FCC reports, regulations. $100 week. Box 258A, B•T.

Wanted: Transmitter position, 1st phone, 1 year am time; technical experience, prefer west. Phone Race 2-0439, Denver, Colorado.

Engineer seeks position west of Rockies. No experience, first class ticket. Junior college education. 24 years of age. F. Williams, 9609 Orizaba, Downey, California.

Ten years am; one, tv transmitter experience. First phone, car, 30, single. Available immediately. $75 minimum. Write: Engineer, 206 Furman Street, Syracuse, N. Y. Phone 75-8913.

Programming-Production, Others

News director—experienced, energetic, 30, wants advance to responsible permanent post on strong regional news station. Box 211A, B•T.

Copy that Sells! You need it! . . . I write it! Experienced continuity . . . air work . . . production. Bachelor girl. Box 235A, B•T.

News, also sales, continuity, twenty years experience, editor and/or newscaster. Midwest preferred. Good voice. Box 246A, B•T.

Programming—sales. First phone, radio-tv operations 7 years. Car, family, veteran, degrees. Box 248A, B•T.

(Continued on next page)

TELEVISION

Help Wanted

Salesmen

100,000 watt, channel 3, CBS affiliate television station needs experienced salesman starting May 15 as replacement for current salesman with generous on-the-air billings. Compensation—salary plus commission. Write Lloyd Loers. KGLO-TV Mason City, Iowa.

Tv film salesman: Dynamic, field-proved tv weather package produced by world famous private weather consultant. Show has everything needed to make you $1000 month minimum. Other non-competitive lines OK. Liberal commissions, new and repeat business. Exclusive territory. Write today. Confidential handling. Ken Raetz, 460 South Broadway, Denver, Colorado.

Announcer

Need young men with or without radio experience. Send complete information to Smullin tv, Box 1189. Medford, Oregon or Box 1021, Eureka, California.

Programming-Production, Others

WLWD-TV requires traffic manager. Dayton, Ohio. 4959 South Dixie Highway.

Due to expansion, major network vhf station, one year on the air, needs experienced newsman to gather, write, and present news. He will be an addition to our present progressive news department with excellent chance for advancement. Write to WNEM-TV, Program Director, Bay City, Michigan.

Wanted: Cameraman to spend summer at Frontier Town in the Adirondacks to film two 15 minute newsreel type programs per week. We have our own sound camera. Write or call: Frontier Town, North Hudson, New York. In N. Y. Gibraltar 2-1771, ask for Mr. Benson.

Situations Wanted

Managerial

Sales manager. Experience: General sales manager of two vhf stations. Family man, young, aggressive. Wants to settle with progressive operation. Box 203A, B•T.

Announcer

On-camera announcer-director! Highest agency-station recommendations. News-sports-commercials—speciality! Prefer southwest. Box 959G, B•T.

Announcer—professional acting experience. Member Actor's Equity and Dramatists Guild of America. Thorough training radio, tv. Excellent commercials, strong news. Mature, reliable. Engaging personality. Highest references. Box 228A, B•T.

Four years radio, one year television. 29. Family man. Television announcer, director; radio former program director, production, morning man, announcer. Bass baritone voice. Radio or television. Box 249A, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Technical

Top tv engineer. Five years all phases. Available. References. Permanent. Box 212A, B•T.

Chief engineer. 6 years tv experience uhf-vhf. 1 year am-fm. Helped construct 3 tv stations. Presently vhf chief. Wish to relocate. Box 227A, B•T.

Chief or supervisor position wanted with new television station. Now staff consultanting engineer. Experienced all phases AM and TV staff planning installation and adjustment. Box 263A, B•T.

1st phone—completed TV Workshop N. Y. U., worked vacation reliefs N. Y. am transmitter, veteran, will relocate. T. Andrzewski, 1018 E. 25th Street, Paterson, N. J.

Production-Programming, Others

Radio copy writer is looking for position in midwest station. If you have television, or hope to, he also wants to advance into production. Box 133A, B•T.

Top-rated, sponsored newscaster—colorful, distinctive. Enterprising, mature news sense; Intelligent appearance; Thoroughly experienced; Awards: Highest references; SDX, RTNDA: Ex-newspaperman; B.S.; Now ND 50kw net. Want tv news! Prefers California or Pacific-northwest. Personal interview. Box 174A, B•T.

Tv artist and technical director: One capable experienced man for two positions, desired similar combination. Box 204A, B•T.

Programming-Production, Others

Television, 30, single, familiar all phases camera crew operation, 4 years network experience, desires related position, will relocate. Box 223A, B•T.

News editor—two years radio-tv experience. Prefer midwest. Will consider promotion, public relations position. University graduate with automatic drive. Box 233A, B•T.

Do you need a production manager with know-how? Twenty-five years radio-television experience. Five years on present job, desire change. Personal reasons. Married, reliable, sober. Box 237A, B•T.

Cameraman—2 years. Summer—permanent position. References. Phone, wire, write: Albert Becker, 55 West 180th Street, New York 53, N. Y. Fordham 5-1650.

FOR SALE

Stations

Investment invited for 50,000 watt radio station in Montevideo, Uruguay, South America. Box 200A, B•T.

For sale: Profitable network radio station, ideal location. Florida east coast not tv. Owner retiring, ill health. Price $85,000, no liabilities. Write only if qualified to purchase. Box 214A, B•T.

For sale or lease. Eastern 1000 watt station in good market. Box 255A, B•T.

Pacific Coast. 500w. Daytime. Independent. Exclusive. $14,500 down. Box 262A, B•T.

FOR SALE

WMPA, Aberdeen, Mississippi, fulltime independent. Single station market owner over 36,500. Contact Joe Phillips, WSSO. Starkville, Mississippi.

Southern stations—Paul H. Chapman, 84 Peachtree Street, Atlanta, Georgia.

New York: 250 $30,000. Pennsylvania: 250 watt, $45,000. Montana: 250 watt $50,000. May Brothers, Binghamton, New York.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose. Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22. Oregon.

Equipment

Fm 10 kw amplifier (less 1 kw driver). Also power supply. Western Electric type 506B-2. New. Reasonable. Box 895G, B•T.

500 foot type N16 Blaw-Knox tower. Top designed for GE fm mast. New, reasonable. Box 896, B•T.

For sale: 5 kw 3 tower phasing unit, formerly used on 1420 kc; 2 water cooled sockets for 892 tubes; 3 porcelain coils for cooling system; 2—170 ft. Blaw Knox towers. Bargain priced. KSDN, Aberdeen, S. D.

For sale: Complete Gates 5M console and speech equipment. $350.00. Contact Wayne Lovely, WEEK, Peoria, Illinois.

One kilowatt am transmitter, appearance and performance good as new. Now in service. Reason for sale—increasing power. WFMH, Cullman, Ala. Phone 910.

For sale—best offer—1 RCA 3 bay channel 6 antenna, 1-300 ft. Blaw-Knox type LT guyed tower, F.O.B., Lansing, Michigan. Contact Charles L. Brady, WJIM-TV.

For sale: 76B4 RCA consolette complete. Excellent condition, $600.00. FOB. Chief Engineer, WRVA, Richmond, Virginia.

DuMont stabilizer amplifier $650. RCA multiplexer stand $150. Gray Research telop 2R, $2,200. RCA TF5A superturnstile ch. 4, 5, 6, $8,500. Zoomar television lens, $5,800. Fm radios for store music $45. KVA power transformer 18.2 listed $2,080, $600. DuMont 5 kw television transmitter and all equipment $58,600. Fairchild disc recorder and WE amplifier $700. DuMont 9-chan. switcher, mixer line amplifier and LV supply, $2,100. Gray Research RCA rotating camera turret, $450. Holmes 16mm projector, $1,450. 150 megacycles, Motorola receiver, $45; transmitter $45, one or a dozen. 2 Minitape tape recorders, Stancil-Hoffman model M5A, wet pack batteries, battery charger, microphones, 2 carrying cass. Good working order. $325. List your spare equipment with and buy your needed equipment from May Brothers, Binghamton, N. Y.

For sale: Used Motorola 150 megacycles fm mobile receivers and transmitters, make excellent remote pickup equipment. Transmitters, dyamotor powered, 30 watt output. Price. $65, per receiver, $65 per transmitter, includes cover and mounting plate, less cables. RCA 829B tubes, $10.00 each and GAKS tubes, ruggedized (S654) $1.50 each. Also Western Electric 13A transmission measuring set. M. Hoffman, 3321 Ewald, Detroit 38, Michigan.

WANTED TO BUY

Stations

Miss.—Ark.—La.—W. Tenn.—Stations or CPs—Towns 5000 plus or cities. Box 947G, B•T.

Radio stations. Kansas, Missouri, Oklahoma, Arkansas. Ralph Erwin. Broker. Box 811, Tulsa.

Equipment

Used television remote truck in good condition, prefer RCA. Please reply to Box 253A, B•T.

Western Electric 25 B console or equivalent. Chief Engineer, KENS, San Antonio, Texas.

One General Radio, number 1181A frequency deviation monitor in good condition. Write WGBB, Freeport, N. Y. State price and age.

Wanted—used Hewlett-Packard model 330-BC, or D distortion analyzer in good condition. WJER, Dover. Ohio.

Wanted—fm frequency—modulation monitor. Radio station WNAE, Warren, Pennsylvania.

RCA field camera chain and power supply, model TK 31, complete. Used field sync generator. TD 1-A camera pedestal dolly. Trucks for tv remotes. Capital Library, instrumentals preferred. Dage portable sync generator. Tv remote plant including all equipment. Describe full. Price F.O.B. truck. May Brothers, Binghamton, N. Y.

INSTRUCTION

Get your FCC first phone license in 8 weeks. Intensive, personalized instruction by correspondence or in residence. Resident classes are conducted in Hollywood, California and Washinton, D. C. Send for our free brochure and read the famous Grantham guarantee. Write Grantham School of Electronics. Address either Dept. 1-H, 6064 Hollywood Blvd., Hollywood, California, or Dept. 2-H, 737 11th Street, Washington, D. C.

Your FCC first phone license in a hurry. Nation's largest professional school offers brand new, streamlined course. Guaranteed coaching—nationwide placement. Full information rushed to you free (no salesmen will call). Get the best—it costs no more! Northwest Radio & Television School, 1221 N. W. 21st Avenue, Portland 9, Oregon.

RADIO

Help Wanted

Managerial

ADVERTISING MANAGER

Large Class I Common Motor Carrier in the Midwest will furnish office facilities, clerical help and 4 advertising accounts to top flight man interested in establishing independent agency. Only experienced need apply. Attractive proposition for right man. Write, giving age, marital status, advertising and promotional experience, Industrial Relations Department, P. O. Box 232, Iowa City, Iowa.

Situations Wanted

Managerial

Lots of ideas and drive and in the habit of making good money! Writer, actor and producer. Large local and network radio and TV for past five years. Now want an executive position . . . Sales Manager, Program Director, General Manager, Assistant General Manager. Must locate within 100 miles from Chicago so I can commute to Chicago once a week for network TV show. Extensive business and administration and public relation experience. Married, two children, 35 years old. Might want to invest.

Box 261A, B•T

Salesmen

SALESMAN—AM—TV

Experienced—seeks sales position in Florida—highest references—family—early thirties. Sales manager in medium and small market experience.

Box 892G, B•T

TELEVISION

Help Wanted

New top power VHF in major southern market will need mature announcers: creative producer-directors: outstanding farm editor with knowledge of southern soils and crops: news editor for active local news operation: experienced traffic director: film director: cinematographer. Inquiries should include photo, resume, salary requirements. Tapes and sample of work where applicable. Write

Box 205A, B•T

TELEVISION

Help Wanted—(Cont'd)

Technical

CHIEF ENGINEER NEEDED

Need one good television engineer who desires to be chief and is fully experienced with RCA equipment. Call Tim Brite, Export 3-2871 or Madison 7-5915, Norfolk, Va.

FOR SALE

Equipment

FOR SALE:

Completely equipped motion picture film studio, specifically geared for production of television film commercials. Located in Midwest city. Excellent reputation and prospects. Priced low for quick sale. Reply to Box 230A, B•T.

Mr. C. P. Holder
60% discount G. E.
Equipment Package

Channel 2—complete 5 KW transmitter, 5 bay antenna, 2 film chains, 1 studio chain, 2 projectors, switching and monitoring equipment. Used only a few hundred hours. This is a one-time only opportunity. Interested in locating buyer who can move fast in closing package deal.

Box 260A, B•T

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

FOR SALE—(Cont'd)

Equipment

446 ft TV TOWER
Self-Supporting 40 lb. Wind Loading for
12 BAY HIGH BAND ANTENNA
New—Ready to Ship
Contact: Joseph B. Haigh
Texas State Network
Ft. Worth, Texas

Instruction

NATIONAL ACADEMY of BROADCASTING



3338 16th St., N.W.
Washington, D. C.
Job Getting Courses in
Announcing, Writing, Producing
Call Decatur 2-5580
New Term Starts June 2

FCC 1st PHONE LICENSE IN 5 to 6 WEEKS

***THE* ORIGINAL INTENSIVE 'DOOR OPENING COURSE' RADIO-TELEVISION**
OUR INTEGRITY PROVEN

Check the school that others try to copy.

WILLIAM B. OGDEN
1150 W. Olive Avenue
Burbank, California

BE TAUGHT—NOT TOLD
UNDERSTAND—NOT MEMORIZE
Over 1600 successful students in NINE years

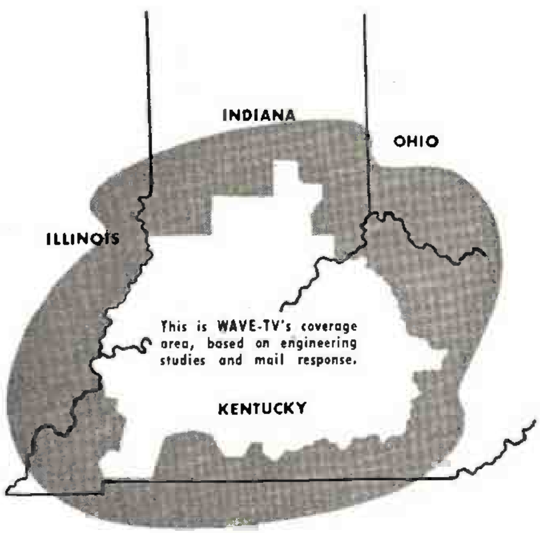
RALPH J. ERWIN

Licensed Broker of Theaters and Radio Stations

Box 811
Tulsa, Oklahoma

Now Available
Exclusive Radio and Theater Properties

FIGURING?



There's an easier way to discover which station reaches the biggest TV audience in Kentucky and Southern Indiana.

CALL YOUR REGIONAL DISTRIBUTORS!

Ask each of them, "What is your favorite Louisville television station?"

Everybody in the Louisville area knows that WAVE-TV delivers a far better signal, over a far greater market, than any other television station. So why not cash in on these first-hand FACTS?

WAVE-TV

CHANNEL **3** LOUISVILLE

FIRST IN KENTUCKY

Affiliated with NBC, ABC, DUMONT

NBC SPOT SALES

Exclusive National Representatives



TELESTATUS

April 25, 1955

Tv Stations on the Air With Market Set Counts And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Andalusia†—
WAIQ (*2) 3/9/55-Unknown
Birmingham—
► WABT (13) NBC, ABC, DuM; Blair; 318,000
► WBRC-TV (6) CBS, DuM; Katz; 318,000
WJLN-TV (48) 12/10/52-Unknown
WBIQ (*10) 10/13/54-Summer '55
Decatur†—
► WMSL-TV (23) CBS, NBC; Walker; 26,250
Dothan†—
► WTVY (9) CBS; Young
Mobile—
► WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 101,100
WKAB-TV (48) See footnote (c)
WKRG-TV Inc. (5) Young; 3/23/55-Sept. '55
Montgomery—
► WCOV-TV (20) ABC, CBS, DuM; Raymer; 63,500
► WSFA-TV (12) NBC; Katz; 65,467
Munford†—
► WTIQ (*7)
Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
► KVAR (12) NBC, DuM; Raymer; 120,610
Phoenix—
► KOOL-TV (10) Hollingbery; 120,610
► KPHO-TV (5) CBS, DuM; Katz; 120,610
► KTVK (3) ABC; Weed
Tucson—
► KOPO-TV (13) CBS, DuM; Hollingbery; 38,605
► KVOA-TV (4) ABC, NBC; Raymer; 38,605
Yuma†—
► KIVA (11) NBC, DuM; Grant; 26.282

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown
Fort Smith—
► KFSA-TV (22) ABC, CBS, NBC, DuM; Pearson; 27,500
KNAC-TV (5) Rambeau; 6/3/54-Unknown
Jonesboro†—
KBTM-TV (8) 1/12/55-Unknown
Little Rock—
► KARK-TV (4) NBC, DuM; Petry; 101,067
KTHV (11) Branham; 11/4/54-Sept. '55
► KATV (7) (See Pine Bluff)
Pine Bluff†—
► KATV (7) ABC, CBS; Avery-Knodel; 91,389
Texarkana—
► KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
► KBAK-TV (29) ABC, DuM; Weed; 90,000
► KERO-TV (10) CBS, NBC; Hollingbery; 146,398
Berkeley (San Francisco)—
► KQED (*9)
Chico—
► KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 60,801
Corona†—
KCOA (52), 9/16/53-Unknown
Eureka†—
► KIEM-TV (3) ABC, CBS, NBC, DuM; Hoag-Blair, Blair Tv; 20,000
Fresno—
KBID-TV (53) See footnote (c)
► KJEO (47) ABC, CBS, DuM; Branham; 156,035
► KMJ-TV (24) CBS, NBC; Raymer; 153,662
KARM, The George Harm Station (12) Bolling; Initial Decision 8/31/54
Los Angeles—
► KABC-TV (7) ABC; Petry; 2,058,196
KBIC-TV (22) 2/10/52-Unknown
► KCOP (13) Weed; 2,058,196
► KHJ-TV (9) DuM; H-R; 2,058,196
► KNXT (2) CBS; CBS Spot Sls.; 2,058,196
► KRCA (4) NBC; NBC Spot Sls.; 2,058,196
► KTLA (5) Raymer; 2,058,196
► KTTV (11) Blair; 2,058,196
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
► KCCC-TV (40) ABC, NBC; Weed; 162,125
KCRA-TV (3) 4/13/55-9/1/55
► KBET-TV (10) CBS, ABC; H-R
Salinas (Monterey)—
► KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 98,600
San Diego—
► KFMB-TV (8) ABC, CBS; Petry; 290,000
► KFSD-TV (10) NBC; Katz; 285,533
KUSH (21) 12/23/53-Unknown

Total stations on air in U. S. and possessions: 428; total cities with stations on air: 281. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use, 36,180,241.

*** Indicates educational stations.**

† Cities NOT interconnected.

(a) Two Buffalo, N. Y., tv stations, in addition to their U. S. set counts, report the following set coverage in Canada: WBEN-TV, 473,727; WGR-TV, 431,550.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205-544 on July 10, 1952.

(c) The following stations have suspended regular operations but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; WRAY-TV Princeton, Ind.; KGTV (TV) Des Moines, Iowa; WKLO-TV Louisville, Ky.; WLAM-TV Lewiston, Me.; WPMT (TV) Portland, Me.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; WFPG-TV Atlantic City, N. J.; WRTV (TV) Asbury Park, N. J.; WTRI (TV) Albany, N. Y.; WTVE (TV) Elmira, N. Y.; WQMC (TV) Charlotte, N. C.; WIFE (TV) Dayton, Ohio; KMPT (TV) Oklahoma City; KCEB (TV) Tulsa, Okla.; WFMZ-TV Allentown, Pa.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; KETX (TV) Tyler, Tex.; WBTM-TV Danville, Va.; WTOV-TV Norfolk, Va.; WKNA-TV Charleston, W. Va.; WJPB-TV Fairmont, W. Va.; WCAN-TV Milwaukee.

(d) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
► KGO-TV (7) ABC; Petry; 1,079,450
► KPIX (5) CBS; Katz; 1,079,450
► KRON-TV (4) NBC; Free & Peters; 1,079,450
► KSAN-TV (32) Stars National; 210,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
► KVEC-TV (6) ABC, CBS, DuM; Grant; 85,371
Santa Barbara—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 464,192
Stockton†—
► KOVR (13) DuM; Blair; 1,078,200
► KTVU (36) NBC; Hollingbery; 120,000
Tulare (Fresno)—
► KVVG (27) DuM; Forjoe; 150,000
Visalia†—
KAKI (43) 10/6/54-Unknown

COLORADO

Colorado Springs—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 57,204
► KRDO-TV (13) NBC; 40,000
Denver—
► KBTV (9) ABC; Free & Peters; 289,251
► KFEL-TV (2) DuM; Hoag-Blair, Blair Tv; 289,251
► KLZ-TV (7) CBS; Katz; 289,251
► KOA-TV (4) NBC; Petry; 289,251
KRMA-TV (*6) 7/1/53-Unknown
Grand Junction†—
► KFXJ-TV (5) NBC, ABC, CBS, DuM; Holman; 9,600
Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 50,906

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
► WICC-TV (43) ABC, DuM; Young; 72,340
Hartford—
WCHF (*24) 1/29/53-Unknown
► WGTH-TV (18) ABC, DuM; H-R; 291,299
New Britain—
► WKNB-TV (30) CBS; Bolling; 284,169
New Haven†—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 948,702
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
WCNE (*63) 1/29/53-Unknown

Stamford†—
WSTF (27) 5/27/53-Unknown
Waterbury—
► WATR-TV (53) ABC; Stuart; 190,320

DELAWARE

Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 2,051,000

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 600,000
WOOK-TV (50) 2/24/54-Unknown
► WRC-TV (4) NBC; NBC Spot Sls.; 731,581
► WTOP-TV (9) CBS; CBS Spot Sls.; 681,600
► WTTG (5) DuM; H-R; 648,000
WETV (20) 10/21/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
WMFJ-TV (2) McGillvra; 7/8/54-7/1/55
Fort Lauderdale—
► WITV (17) ABC; H-R; 176,000 (also Miami)
Fort Myers†—
► WINK-TV (11) ABC, CBS; McGillvra; 12,405
Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 75,600
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 418,772
WOBS-TV (30) Stars National; 8/12/53-Fall '55
Jacksonville Bcstg. Corp. (12) Initial Decision 4/4/55
Miami—
► WGBS-TV (23) NBC; Katz
WMFL (33) 12/9/53-Unknown
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) CBS; Free & Peters; 307,600
Biscayne Tv Corp. (7) Initial Decision 1/17/55
► WITV (17) See Fort Lauderdale
Miami Beach†—
WKAT Inc. (10) 3/30/55-Unknown
Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 80,000
Panama City†—
► WJDM (7) ABC, NBC, DuM; Hollingbery; 24,750
Pensacola†—
► WEAR-TV () ABC, CBS, DuM; Hollingbery; 89,500
► WPFA (15) 32,500
St. Petersburg—
► WSUN-TV (38) ABC, CBS, DuM; Weed; 134,000
Tampa—
► WFLA-TV (8) NBC; Blair; 185,000
► WTVT (13) CBS; Avery-Knodel; 175,000
West Palm Beach—
► WEAT-TV (12) ABC; Walker; 231,000
► WIRK-TV (21) Weed; 47,609
► WJNO-TV (5) NBC, CBS, DuM; Venard; 262,500

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 456,190
► WLWA (11) ABC, DuM; Crosley Sls.; 465,000
► WQXI-TV (36) 23,742
► WSB-TV (2) NBC; Petry; 484,725
Augusta—
► WJBF (6) ABC, NBC, DuM; Hollingbery; 133,521
► WRDW-TV (12) CBS; Headley-Reed; 138,442
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 89,401
► WRBL-TV (4) CBS; Hollingbery; 169,894
Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 96,284
► WNEX-TV (47) NBC; Branham; 54,742
Rome†—
► WROM-TV (9) McGillvra; 164,940
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 63,401
WSAV-TV (3) 1/26/55-Unknown
Thomasville†—
WCTV (6) 12/23/53-Spring '55

IDAHO

Boise†—
► KBOI-TV (2) CBS, DuM; Free & Peters; 44,735
► KIDO-TV (7) ABC, NBC; Blair; 41,900
Idaho Falls†—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 36,115
Lewiston†—
KLEW-TV (3) 2/9/55-Unknown
Pocatello†—
KWIK-TV (6) ABC; 3/26/53-Unknown
Twin Falls†—
KLIX-TV (11) ABC; 3/19/53-Unknown

ILLINOIS

Bloomington—
► WBLN (15) McGillvra; 113,242
Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,877,600
► WBKB (7) ABC; Blair; 2,004,231
► WGN-TV (9) DuM; Hollingbery; 2,080,000
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 2,043,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Unknown
Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000
Decatur—
► WTVP (17) ABC, DuM; Bolling; 160,000

Evanston†—
WTLE (32) 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22) ABC; Walker; 30,000
Peoria—
► WEEK-TV (43) NBC, DuM; Headley-Reed; 231,056
► WTVH-TV (19) CBS, ABC; Petry; 231,056
WIRL Tv Co. (8) Initial Decision 11/5/54
Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 150,000
► KHQA-TV (7) See Hannibal, Mo.
Rockford—
► WREX-TV (13) ABC, CBS; H-R; 256,600
► WTVO (39) NBC, DuM; Weed; 100,000
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 295,201
Springfield—
► WICS (20) ABC, NBC, DuM; Young; 103,580
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54
Urbana†—
WILL-TV (*12) 11/4/53-Unknown

INDIANA

Anderson†—
WCBC-TV (61) 2/2/55-5/1/55
Bloomington—
► WTTV (4) NBC, DuM; Meeker; 632,097 (also Indianapolis)
Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 208,139
Evansville—
► WFIE (62) ABC, NBC, DuM; Venard; 94,315
► WEHT (50) See Henderson, Ky.
Evansville Tv Inc. (7) Initial Decision 10/4/54
Fort Wayne—
► WKJG-TV (33) NBC, DuM; Raymer; 132,547
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown
Indianapolis—
► WFBM-TV (6) ABC, CBS, NBC; Katz; 662,000
► WISH-TV (8) ABC, CBS, DuM; Bolling; 550,020
► WTTV (4) See Bloomington
Lafayette†—
► WFAM-TV (59) CBS, DuM; Rambeau 66,500
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 107,250
Notre Dame (South Bend)†—
WNDU-TV (46) NBC; Meeker; 8/12/54-7/15/55
Princeton†—
WRAY-TV (52) See footnote (c)
South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 206,473
Terre Haute—
► WTHI-TV (10) ABC, CBS, DuM; Bolling; 154,000
Waterloo (Fort Wayne)—
► WINT 15) ABC, CBS; H-R; 133,478

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 315,600
Cedar Rapids—
► KCRG-TV (9) ABC, DuM; Venard; 116,000
► WMT-TV (2) CBS; Katz; 266,100
Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 295,165
Des Moines—
KGTV (17) See footnote (c)
► WHO-TV (13) NBC; Free & Peters; 302,000
KRNT-TV (8) 3/23/55-8/1/55
Fort Dodge—
► KQTV (21) NBC, DuM, CBS; Pearson; 36,812
Mason City—
► KGLO-TV (3) CBS, DuM; Weed; 135,932
Sioux City—
► KTIV (4) NBC, ABC, DuM; Hollingbery; 152,835
► KVTV (9) ABC, CBS; Katz; 152,835
Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 162,159

KANSAS

Great Bend†—
► KCKT (2) NBC; Bolling; 126,258
Hutchinson (Wichita)—
► KTVH (12) CBS, DuM; H-R; 199,012
► KAKE-TV (10) See Wichita
► KEDD (16) See Wichita
Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown
Pittsburg—
► KOAM-TV (7) ABC, NBC, DuM; Katz; 94,984
Topeka—
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 488,604
Wichita (Hutchinson)—
► KAKE-TV (10) ABC; Hollingbery; 195,110
► KEDD (16) NBC; Petry; 148,356
► KTVH (12) See Hutchinson
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 82,897
Lexington†—
WLAP-TV (27) 12/3/53-Unknown
► WLEX-TV (18) NBC, ABC, DuM; Forjoe

Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 460,360
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21). See footnote (c)
WQXL-TV (41) Forjoe; 1/15/53-Unknown
Newport†—
WNOP-TV (74) 12/24/53-Unknown
Paducah†—
Columbia Amusement Co. (6) Initial Decision 4/11/55

LOUISIANA

Alexandria—
► KALB-TV (5) NBC, ABC, CBS, DuM; Weed; 107,600
Baton Rouge—
► WAFB-TV (28) ABC, CBS, DuM; Young; 80,000
► WBRZ (2) NBC, ABC; Hollingbery
Lafayette†—
KLFY-TV (10) 9/16/53-7/1/55
Lake Charles—
► KPLC-TV (7) ABC, NBC; Weed; 66,000
► KTAG (25) CBS, DuM; Young; 57,420
Monroe—
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 209,500
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Unknown
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 319,834
► WJMR-TV (61) ABC, CBS, DuM; Bolling; 121,840
Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 80,250
Shreveport Tv Co. (12) Initial Decision 6/7/54-See footnote (d)
KTBS-TV (3) 2/16/55-9/3/55

MAINE

Bangor—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 96,000
► WTWO (2) CBS; Venard
Lewiston—
WLAM-TV (17) See footnote (c)
Poland Spring—
► WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 259,933
Portland—
► WCSH-TV (6) NBC, DuM; Weed; 164,343
► WGAN-TV (13) ABC, CBS; Avery-Knodel
WPMT (53) See footnote (c)

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 602,840
► WBAL-TV (11) NBC; Petry; 602,840
WITH-TV (72) Forjoe; 12/18/52-Unknown
► WMAR-TV (2) CBS; Katz; 602,840
WTLF (18) 12/9/53-Unknown
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
► WBOC-TV (16) ABC, CBS, DuM; Burn-Smith; 50,710

MASSACHUSETTS

Boston—
► WBZ-TV (4) NBC; Free & Peters; 1,290,537
► WGBH-TV (*2)
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,290,537
Brockton†—
WHEF-TV (62) 7/30/53-Unknown
Cambridge (Boston)†—
► WTAO-TV (56) ABC, DuM; Everett-McKinney; 195,000
Pittsfield—
► WMGT (19) DuM; Walker; 169,015
Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 176,000
► WWLP (61) ABC, NBC; Hollingbery; 176,000
Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
► WWOR-TV (14) ABC, DuM; Raymer; 91,209

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 25,000
WUOM-TV (*26) 11/4/53-Unknown
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown
Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 312,555
Cadillac—
► WWTV (13) ABC, CBS, DuM; Weed; 281,711
Detroit—
WBID-TV (50) 11/19/53-Unknown
► WJBK-TV (2) CBS; Katz; 1,553,277
· WTVS (*56) 7/14/54-Fall '55
► WWJ-TV (4) NBC; Hollingbery; 1,530,000
► WXYZ-TV (7) ABC; Blair; 1,469,000
► CKLW-TV (9) DuM; Young; 1,496,000. See Windsor, Ont.
East Lansing†—
► WKAR-TV (*60)
Flint—
WJRT (12) 5/12/54-Unknown
Grand Rapids—
► WOOD-TV (8) ABC, NBC, DuM; Katz; 519,379
WMCN (23) 9/2/54-Unknown
Kalamazoo—
► WKZO-TV (3) CBS, ABC, DuM; Avery-Knodel; 567,381
Lansing—
► WTOM-TV (54) ABC, DuM; Everett-McKinney; 57,130
► WJIM-TV (6) NBC, CBS, ABC; Petry; 430,000
Marquette†—
WAGE-TV (6) 4/7/54-Unknown
Muskegon†—
WTVM (35) 12/23/52-Unknown
Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 140,000
Traverse City—
► WPBN-TV (7) NBC; Holman; 36,965

MINNESOTA

Austin—
► KMMT (6) ABC; Headley-Reed; 54,515
Duluth (Superior, Wis.)—
► KDAL-TV (3) ABC, NBC; Avery-Knodel; 105,000
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (c)
Hibbing†—
KHTV (10) 1/13/54-Unknown
Minneapolis (St. Paul)—
► KEYD-TV (9) DuM; H-R; 580,000
► WCCO-TV (4) CBS; Free & Peters; 575,400
► WTCN-TV (11) ABC; Blair; 573,300
Rochester—
► KROC-TV (10) NBC; Meeker; 95,833
St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 615,000
► WMIN-TV (11) ABC; Blair; 573,300

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54 (case has been reopened)
Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-7/1/55
Jackson—
► WJTV (25) CBS, DuM; Katz; 72,401
► WLBT (3) NBC; Hollingbery; 122,765
► WSLI-TV (12) ABC; Weed; 117,000
Meridian†—
WCOC-TV (30) See footnote (c)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 56,800
Tupelo†—
WTWV (9) 12/8/54-Fall '55

MISSOURI

Cape Girardeau—
► KFVS-TV (12) CBS; Headley-Reed; 115,200
Clayton†—
KFUO-TV (30) 2/5/53-Unknown
Columbia—
► KOMU-TV (8) NBC, ABC, DuM; H-R; 63,295
Festus†—
KACY (14) See footnote (c)
Hannibal (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 153,720
► WGEM-TV (10) See Quincy, Ill.
Jefferson City†—
► KRCG (13) CBS; Hoag-Blair, Blair-Tv
Joplin—
► KSWM-TV (12) CBS; Venard; 87,500
Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 483,376
► KMBC-TV (9) CBS; Free & Peters; 483,376
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 483,376
Kirksville†—
KTVO (3) 12/16/53-Unknown
St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 129,716
St. Louis—
► KETC (*9) 500,000
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 773,922
► KWK-TV (4) CBS; Katz; 725,000
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
► KTVI (36) ABC, CBS, DuM; Radio-Tv Reps.; 317,200
Sedalia†—
► KDRO-TV (6) Pearson; 57,000
Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 65,987
► KYTV (3) NBC; Hollingbery; 69,300

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 20,000
Butte†—
KOPR-TV (4) See footnote (c)
► KXLF-TV (6) ABC; No estimate given
Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Hoag-Blair, Blair-Tv; 21,000
Missoula†—
► KGVO-TV (13) ABC, CBS, DuM; Gill-Perna; 19,250

NEBRASKA

Hastings†—
The Seaton Publishing Co. (5) 2/11/55-Unknown
Kearney (Holdrege)—
► KHOL-TV (13) ABC, CBS, NBC, DuM; Meeker; 66,124
Lincoln—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 120,954
► KUON-TV (*12) 78,062
Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 302,935
► WOW-TV (6) NBC, DuM; Blair; 302,935
Herald Corp. (7) Initial Decision 4/6/55
Scottsbluff†—
KSTF (10) 8/18/54-6/1/55

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

NEVADA

Henderson (Las Vegas)—
► KLRJ-TV (2) NBC; Pearson; 28,000
Las Vegas—
► KLAS-TV (8) CBS, ABC, DuM; Weed; 21,244
► KLRJ-TV (2) See Henderson
Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 17,250

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown
Manchester—
► WMUR-TV (9) ABC, DuM; Weed; 381,338
Mt. Washington†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

Asbury Park†—
WRTV (58) See footnote (c)
Atlantic City—
WFPG-TV (46) See footnote (c)
WOCN (52) 1/8/53-Unknown
Camden†—
WKDN-TV (17) 1/28/54-Unknown
Newark (New York City)—
► WATV (13) Petry; 4,290,000
New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque—
► KOAT-TV (7) ABC, DuM; Hollingbery; 53,496
► KOB-TV (4) NBC; Branham; 56,810
► KGGM-TV (13) CBS; Weed; 55,630
Roswell†—
► KSWS-TV (8) NBC, ABC, CBS, DuM; Meeker; 27,917

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, CBS; Bolling; 165,000
WTRI (35) See footnote (c)
DTVZ (*17) 7/24/52-Unknown
Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 325,690
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown
Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 457,829. See footnote (a).
► WBUF-TV (17) ABC; H-R; 170,000
► WGR-TV (2) NBC, ABC, DuM; Headley-Reed; 460,616. See footnote (a).
WTVF (*23) 7/24/52-Unknown

Carthage (Watertown)—
► WCNY-TV (7) CBS, ABC, DuM; Weed; 60,960
Elmira—
WTVE (24) See footnote (c)
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown
Lake Placid† (Plattsburg)—
► WIRI (5) DuM; McGillvra; 83,330
New York—
► WABC-TV (7) ABC; Weed; 4,290,000
► WABD (5) DuM; Avery-Knodel; 4,290,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,290,000
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
► WOR-TV (9) WOR-TV Sls.; 4,290,000
► WPIX (11) Free & Peters; 4,290,000
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,290,000
► WATV (13) See Newark, N. J.
Poughkeepsie—
► WKNY-TV (21) ABC, CBS, NBC, DuM; Meeker; 28,500
Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC, ABC, DuM; Hollingbery; 305,000 (plus 50,000 Canadian coverage)
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 285,690
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 285,690
Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 428,800
Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 361,220
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Harrington, Righter & Parsons; 361,220
Utica—
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 161,000

NORTH CAROLINA

Asheville—
► WISE-TV (62) CBS, NBC; Bolling; 36,500
► WLOS-TV (13) DuM; Venard; 307,610
Chapel Hill†—
► WUNC-TV (*4) 377,350
Charlotte—
WQMC (36) See footnote (c)
► WBTV (3) CBS, ABC, NBC, DuM; CBS Spot Sls.; 476,189
Durham—
► WTVD (11) ABC, NBC; Headley-Reed; 224,520
Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown
Gastonia†—
WTVX (48) 4/7/54-Unknown
Greensboro—
► WFMY-TV (2) CBS, ABC, DuM; Harrington, Righter & Parsons; 315,642
Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 102,770
New Bern†—
WNBE-TV (13) 2/9/55-Unknown
Raleigh—
► WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 124,440
Capitol Bcstg. Co. (5) Initial Decision 4/19/55
Washington†—
WITN (7) NBC; 10/27/54-Sept. '55
Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 50,003
WTHT (3) 2/17/54-Unknown
Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 269,320
► WTOB-TV (26) ABC, DuM; H-R; 89,054

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) CBS, ABC, NBC, DuM; Hoag-Blair, Blair-Tv; 27,750
Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 65,000
Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed: 28,000
Valley City—
► KXJB-TV (4) CBS, DuM; Weed; 78,000

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 174,066
Ashtabula†—
► WICA-TV (15) 116,285
Canton†—
Tri-Cities Telecasting Inc. (29) Initial Decision 11/17/54
Cincinnati—
► WCET (*48) 2,000
► WCPO-TV (9) ABC, DuM; Branham; 724,140
► WKRC-TV (12) CBS; Katz; 662,236
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-Unknown
Cleveland—
WERE-TV (65) 6/18/53-Unknown
► WEWS (5) ABC, DuM; Branham; 1,084,810
WHK-TV (19) 11/25/53-Unknown
► WNBK (3) NBC NBC Spot Sls.; 1,164,000
► WXEL (8) CBS; Katz; 1,089,000
Columbus—
► WBNS-TV (10) CBS; Blair; 446,175
► WLWC (4) NBC; WLW Sls.; 350,800
WOSU-TV (*34) 4/22/53-Unknown
► WTVN-TV (6) ABC, DuM; Katz; 381,451
Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (c)
► WLWD (2) ABC, NBC; WLW Sls.; 331,000
Elyria†—
WEOL-TV (31) 2/11/54-Unknown
Lima—
► WIMA-TV (35) NBC, CBS, ABC, DuM; H-R; 76,211
Mansfield†—
WTVG (36) 6/3/54-Unknown
Massillon†—
WMAC-TV (23) Petry: 9/4/52-Unknown
Steubenville (Wheeling, W. Va.)—
► WSTV-TV (9) CBS; Avery-Knodel; 1,074,415
► WTRF-TV (7) See Wheeling
Toledo—
► WSPD-TV (13) CBS, ABC, NBC, DuM; Katz: 372,980
WTOH-TV (79) 10/20/54-Unknown
Youngstown—
► WFMJ-TV (21) NBC: Headley-Reed; 149,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 148,588
Zanesville—
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000

OKLAHOMA

Ada—
► KTEN (10) ABC; Venard; 180,000
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid—
► KGEO-TV (5) ABC; Pearson; 174,780
Lawton†—
► KSWO-TV (7) DuM; Pearson; 64,680
Muskogee†—
► KTVX (8) ABC, DuM; Avery-Knodel; 248,750
Oklahoma City—
KETA (*13) 12/2/53-Unknown
KMPT (19) See footnote (c)
► KTVQ (25) ABC; 167,381
► KWTV (9) CBS, DuM; Avery-Knodel; 315,000
► WKY-TV (4) ABC, NBC; Katz; 331,442
Tulsa—
KCEB (23) See footnote (c)
► KOTV (6) CBS; Petry; 248,650
KSPG (17) 2/4/54-Unknown
► KVOO-TV (2) NBC; Blair; 248,000
KOED-TV (*11) 7/21/54-Unknown

OREGON

Eugene—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 54,000
Klamath Falls†—
KFJI-TV (2) Grant; 12/2/54-Summer '55
Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair, Blair-Tv; 27,100
Portland—
► KLOR (12) ABC; Hollingbery; 276,100
► KOIN-TV (6) ABC, CBS; CBS Spot Sls.; 287,400
► KPTV (27) NBC; NBC Spot Sls.; 252,453
North Pacific Tv Inc. (8) Initial Decision 6/16/54
Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) See footnote (c)
WQCY (39) Weed; 8/12/53-Unknown
Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 496,528
Bethlehem—
► WLEV-TV (51) NBC; Meeker; 89,307
Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 84,915
Erie—
► WICU (12) ABC, NBC, DuM; Petry; 218,500
► WSEE (35) CBS, DuM; Avery-Knodel; 61,670
Harrisburg—
► WCMB-TV (27) Forjoe
► WHP-TV (55) CBS; Bolling; 193,002
► WTPA (71) ABC, NBC; Headley-Reed; 193,002
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
► WARD-TV (56) ABC, CBS, DuM; Weed
► WJAC-TV (6) CBS, NBC, DuM; Katz; 868,224
Lancaster—
► WGAL-TV (8) CBS, NBC, DuM; Meeker; 823,448
WWLA (21) 5/7/53-Unknown
Lebanon†—
WLBR-TV (15) See footnote (c)
New Castle—
WKST-TV (45) See footnote (c)
Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls.; 1,904,946
► WFIL-TV (6) ABC, DuM; Blair; 2,043,972
► WPTZ (3) NBC; Free & Peters; 2,035,222
Pittsburgh—
► KDKA-TV (2) ABC, CBS, NBC, DuM; Free & Peters; 1,134,110
► WENS (16) ABC, CBS, NBC; Petry; 475,000
WKJF-TV (53) See footnote (c)
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown

Reading—
► WEEU-TV (33) ABC, NBC; Headley-Reed; 95,000
► WHUM-TV (61) CBS; H-R; 219,370
Scranton—
► WARM-TV (16) ABC; Hollingbery; 200,000
► WGBI-TV (22) CBS; Blair; 245,000
► WTVU (73) Everett-McKinney; 250,000
Sharon†—
WSHA (39) 1/27/54-Unknown
Sunbury†—
WKOK-TV (38) 2/9/55-Unknown
Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 245,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 250,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Fall '55
York—
► WNOW-TV (49) DuM; Forjoe; 87,400
► WSBA-TV (43) ABC; Young; 97,000

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,404,002
► WNET (16) ABC; Raymer; 93,600
► WPRO-TV (12) CBS; Blair

SOUTH CAROLINA

Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 127,550
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
► WCSC-TV (5) ABC, CBS; Free & Peters; 172,781
► WUSN-TV (2) NBC; H-R; 138,500
Columbia—
► WCOS-TV (25) ABC; Headley-Reed; 77,600
► WIS-TV (10) NBC, DuM; Free & Peters; 158,203
► WNOK-TV (67) CBS; Raymer; 80,000
Florence—
► WBTW (8) CBS, NBC, ABC, DuM; CBS Spot Sls.; 119,470
Greenville—
► WFBC-TV (4) NBC; Weed; 329,777
► WGVL (23) ABC, DuM; H-R; 113,000
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Unknown

SOUTH DAKOTA

Florence†—
The Hills Bcstg. Co. (3) 4/6/55-Unknown
Rapid City†—
KOTA-TV (3) 12/8/54-6/1/55
Sioux Falls—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 115,796

TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 137,275
Mountain City Tv Inc. (3) Initial Decision 7/5/54
Jackson†—
► WDXI-TV (7) CBS; Burn-Smith; 85,445
Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 129,360
Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 180,750
WBIR-TV (10) Initial Decision 1/5/55
► WTSK-TV (26) ABC, CBS, DuM; Pearson; 101,890
Memphis—
► WHBQ-TV (13) CBS; Blair; 349,034
► WMCT (5) ABC, NBC, DuM; Branham; 349,034
WREC Bcstg. Service (3) Initial Decision 8/27/54
Nashville—
► WSIX-TV (8) ABC, DuM; Hollingbery; 237,924
► WSM-TV (4) NBC, DuM; Petry; 237,924
Old Hickory (Nashville)—
► WLAC-TV (5) CBS; Katz; 241,723

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 43,620
Amarillo—
► KFDA-TV (10) ABC, CBS; H-R; 70,767
► KGNC-TV (4) NBC, DuM; Katz; 70,767
Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 115,573
Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 40,000
KFDM-TV (6) CBS; Free & Peters; 8/4/54-4/24/55 (granted STA April 12)

Big Spring†—
KBST-TV (4) CBS; Pearson; 7/22/54-July '55
Corpus Christi†—
► KVDO-TV (22) NBC, ABC, CBS, DuM; Young, Brown; 40,850
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
K-SIX Tv Inc. (10) Initial Decision 1/20/55
Dallas—
KLIF-TV (29) 2/12/53-Unknown
► KRLD-TV (4) CBS; Branham; 471,489
► WFAA-TV (8) ABC, NBC, DuM; Petry; 471,489
El Paso—
KOKE (13) Forjoe; 3/18/54-Unknown
► KROD-TV (4) ABC, CBS, DuM; Branham; 68,947
► KTSM-TV (9) NBC; Hollingbery; 68,382
Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 460,000
KFJZ-TV (11) H-R; 9/17/54-Aug. '55
Galveston—
► KGUL-TV (11) CBS; CBS Spot Sls.; 378,000
Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; H-R; 50,168
Houston—
KNUZ-TV (39) See footnote (c)
► KPRC-TV (2) NBC; Petry; 404,500
► KTRK (13) ABC, DuM; Blair; 404,500
► KUHT (*8) 350,000
KXYZ-TV (29) 6/18/53-Unknown
Longview†—
► KTVE (32) Forjoe; 40,000
Lubbock—
► KCBD-TV (11) ABC, NBC; Raymer; 78,812
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 78,812
Lufkin†—
KTRE-TV (9) NBC; Venard; 11/17/54-7/1/55 (Station will receive NBC programs from KPRC-TV Houston but is not an NBC affiliate.)
Midland—
► KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 39,250
Odessa†—
Odessa Tv Co. (7) Initial Decision 11/18/54
San Angelo—
► KTXL-TV (8) CBS; Venard; 41,198
San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-April '55
► KENS-TV (5) ABC, CBS, DuM; Free & Peters; 250,976
► WOAI-TV (4) ABC, NBC, DuM; Petry; 250,976
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
► KCEN-TV (6) NBC; Hollingbery; 117,109
Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 127,390
Tyler†—
KETX (19) See footnote (c)
► KLTV (7) ABC, CBS, NBC, DuM; Pearson; 90,107
Waco—
► KANG-TV (34) CBS, ABC, DuM; Raymer; 50,269
► KWTX-TV (10) Pearson
Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 48,215
Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 88,430
► KWFT-TV (6) CBS, DuM; Hoag-Blair, Blair-Tv; 89,750

UTAH

Salt Lake City—
► KSL-TV (5) CBS, DuM; CBS Spot Sls.; 174,100
► KTVT (4) NBC; Katz; 174,100
► KUTV (2) ABC; Hollingbery; 181,500

VERMONT

Montpelier†—
► WMVT (3) ABC, CBS, NBC; Weed; 125,521

VIRGINIA

Bristol†—
Appalachian Broadcasting Corp. (5) Initial Decision 2/1/55
Danville†—
WBTM-TV (24) See footnote (c)
Hampton (Norfolk)—
► WVEC-TV (15) NBC, DuM; Avery-Knodel; 135,000
Harrisonburg—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 109,684
Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 225,000
Newport News—
► WACH-TV (33) Walker
Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 356,492
WTOV-TV (27) See footnote (c)
Beachview Bcstg. Corp. (10) Initial Decision 12/23/54
► WVEC-TV (15) See Hampton
Petersburg†—
WVAA (8) 9/29/54-Unknown
Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 488,265
Richmond Tv Corp. (12) Initial Decision 2/21/55

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Roanoke—
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 333,665
WDBJ-TV (7) 3/31/55-Unknown

WASHINGTON

Bellingham—
► KVOS-TV (12) CBS, DuM; Forjoe; 173,153
Pasco†—
► KEPR-TV (19) 50,621 (satellite of KIMA-TV Yakima)
Seattle (Tacoma)—
► KING-TV (5) ABC; Blair; 429,500
► KOMO-TV (4) NBC; Hollingbery; 429,500
► KCTS (*9)
KCTL (20) 4/7/54-Unknown
Queen City Bcstg. Co. (7) Initial Decision 4/5/55
Spokane—
► KHQ-TV (6) NBC; Katz; 113,360
► KREM-TV (2) ABC; Petry; 107,171
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 106,992
Tacoma (Seattle)—
► KTVW (13) Young; 429,500
► KTNT-TV (11) CBS, DuM; Weed; 429,500
Vancouver†—
KVAN-TV (21) Bolling 9/25/53-Unknown
Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 50,621
Chinook Tv Co. (23) 3/30/55-Unknown

WEST VIRGINIA

Bluefield†—
WHIS-TV (6) Katz; 10/29/54-Unknown
Charleston—
► WCHS-TV (8) ABC, CBS, DuM; Branham; 402,584
WKNA-TV (49) See footnote (c)
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-Fall '55
Fairmont†—
WJPB-TV (35) See footnote (c)
Huntington—
► WSAZ-TV (3) NBC, ABC; Katz; 525,265
WHTN-TV (13) 9/2/54-Spring '55
Oak Hill (Beckley)†—
► WOAY-TV (4) ABC; Pearson; 262,840
Parkersburg—
► WTAP (15) ABC, NBC, DuM; Forjoe; 35,802
Wheeling (Steubenville, Ohio)—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) NBC, ABC; Hollingbery; 306,500
► WSTV-TV (9) See Steubenville, Ohio

WISCONSIN

Eau Claire—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 75,000
Green Bay—
► WBAY-TV (2) ABC, CBS, DuM; Weed; 235,000
WFRV-TV (5) ABC, DuM; Headley-Reed; 3/10/54-5/1/55
► WMBV-TV (11) See Marinette
La Crosse—
► WKBT (8) NBC, CBS, ABC, DuM; Raymer; 86,816
Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 103,000
► WMTV (33) ABC, NBC, DuM; Bolling; 75,000
Badger Television Co. (3) Initial Decision 7/31/54
Marinette† (Green Bay)—
► WMBV-TV (11) ABC, NBC; Venard; 175,000
Milwaukee—
WCAN-TV (25) See footnote (c)
► WXIX (19) CBS; CBS Spot Sls.; 393,255
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 770,439
► WTVW (12) ABC, DuM; Petry
Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 101,200
► KDAL-TV (3) See Duluth, Minn.
Wausau—
► WSAU-TV (7) ABC, CBS, NBC, DuM; Meeker; 59,200

WYOMING

Cheyenne†—
► KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

ALASKA

Anchorage†—
► KENI-TV (2) ABC, CBS; Fletcher, N. Y., Day, Seattle; 15,000
► KTVA (11) NBC, DuM; Alaska Radio-Tv Sls.; 16,000
Fairbanks†—
► KFAR-TV (2) NBC, ABC, CBS; Weed
► KTVF (11) DuM; Alaska Radio-Tv Sales; 3,000

HAWAII

Hilo†—
KHBC-TV (9) 1/19/55-Unknown (granted STA March 14)
Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 65,000
► KONA (11) NBC; NBC Spot Sls.; 70,000
► KULA-TV (4) ABC, DuM; Young; 71,203
Wailuku†—
KMAU (3) 1/19/55-Unknown (Granted STA April 8)

PUERTO RICO

Mayaguez†—
Radio Americas Corp. (5) 1/27/55-Unknown
San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks; 43,345
► WKAQ-TV (2) CBS; Inter-American; 65,000
Dept. of Education of Puerto Rico (*6) 2/2/55-Unknown

CANADA

Calgary, Alta.—
► CHCT-TV (2) CBC; All-Canada, Weed; 18,000
Edmonton, Alta.†—
► CFRN-TV (3) CBC; Radio Rep., Young; 18,000
Halifax, N. S.†—
► CBHT (3) CBC, CBS
Hamilton, Ont.—
► CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 344,848
Kingston, Ont.†—
► CKWS-TV (11) All-Canada, Weed; 35,000
Kitchener, Ont.—
► CKCO-TV (13) CBC; Hardy, Weed; 110,000
London, Ont.—
► CFPL-TV (10) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 98,188
► CBFT (2) CBC French; CBC; 221,216
► CBMT (6) CBC; CBC; 221,216
Ottawa, Ont.—
► CBOT (4) CBC; CBC; 38,500
Peterborough, Ont.—
► CHEX-TV (12) CBC; All-Canada, Weed; 30,000
Port Arthur, Ont.—
► CFPA-TV (2) CBC; All-Canada, Weed; 6,374
Quebec City, Que.—
► CFCM-TV (4) CBC; Hardy, Weed; 30,000
Regina, Sask.†—
► CKCK-TV (2) CBC, CBS; All-Canada, Weed; 15,000
Rimouski, Que.†—
► CJBR-TV (3) CBC; Stovin, Young, 10,000
St. John, N. B.†—
► CHSJ-TV (4) CBC; All-Canada, Weed; 22,638
Saskatoon, Sask.†—
► CFQC-TV (8) CBC; Radio Rep., Young; 11,000
Sault Ste. Marie, Ont.†—
► CJIC-TV (2) CBS; CBC; Weed; 5,000
Sudbury, Ont.†—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 16,016
Sydney, N. S.†—
► CJCB-TV (4) Weed; 17,426
Toronto, Ont.—
► CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000
Vancouver, B. C.†—
► CBUT (2) CBC; CBC; 30,000
Windsor, Ont. (Detroit, Mich.)—
► CKLW-TV (9) CBC, DuM; Young; 1,496,000
Winnipeg, Man.†—
► CBWT (4) CBC; CBC; 5,000

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales; 51,481
Tijuana† (San Diego)—
► XETV (6) Weed; 296,402

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

UPCOMING

APRIL

April 25: Texas Assn. of Broadcasters meeting, Gunter Hotel, San Antonio.
April 28-29: Pennsylvania Assn. of Broadcasters meeting, Bedford Springs Hotel, Bedford.
April 30: Florida Chapter, American Women in Radio & Television, WJNO-TV West Palm Beach.

MAY

May 2: RAB Clinic, Chicago.
May 3: RAB Clinic, Peoria, Ill.
May 3-6: Assn. of Canadian Advertisers, Royal York Hotel, Toronto.
May 4: RAB Clinic, Louisville, Ky.
May 5: RAB Clinic, Indianapolis, Ind.
May 5-8: American Women in Radio & Television Annual Convention, Drake Hotel, Chicago.
May 6: RAB Clinic, Fort Wayne, Ind.
May 16: RAB Clinic, Trenton, N. J.
May 16-17: *Chicago Tribune* Forum on Distribution and Advertising, WGN studio, Chicago.
May 17: RAB Clinic, Philadelphia.
May 18: RAB Clinic, Pittsburgh.
May 19: RAB Clinic, Buffalo, N. Y.
May 20: RAB Clinic, Syracuse, N. Y.
May 22: Radio Pioneers Banquet, Washington.
May 22-26: NARTB Convention, Shoreham and Sheraton-Park hotels, Washington.
May 23: Community Broadcasters Assn., Shoreham Hotel, Washington.
May 31: Deadline, Fund for the Republic Television Awards (script contest), New York.
May 31: RAB Clinic, St. Louis.

JUNE

June 1: RAB Clinic, Wichita, Kan.
June 2: RAB Clinic, Denver.
June 3: RAB Clinic, Salt Lake City.
June 5-8: Adv. Federation of America golden anniversary convention, Palmer House, Chicago.
June 5-8: Alpha Delta Sigma convention (adv. fraternity), Palmer House, Chicago.
June 6-8: National Community Tv Assn. convention, Park Sheraton Hotel, New York.
June 12-14: Iowa Broadcasters Assn., Crescent Beach Lodge, Lake Okaboji.
June 13: BMI Clinic, Turf Club, Twin Falls, Idaho.
June 13: RAB Clinic, New York.
June 14: BMI Clinic, Rainbow Hotel, Great Falls, Mont.
June 14: RAB Clinic, Hartford, Conn.
June 15: BMI Clinic, Hotel Utah, Salt Lake City.
June 15: RAB Clinic, Boston.
June 16: RAB Clinic, Manchester, N. H.
June 17: BMI Clinic, Hotel Denver, Glenwood Springs, Colo.
June 17: BMI Clinic, Edgewater Beach Hotel, Detroit Lakes, Minn.
June 17: RAB Clinic, Bangor, Me.
June 17-18: Colorado Broadcasters Assn. meeting, Denver Hotel, Glenwood Spring.
June 20-22: National Assn. of Tv & Radio Farm Directors meeting, Washington.
June 20-July 1: WSM-Peabody College Radio-Tv Workshop, Nashville, Tenn.
June 24-25: Virginia Assn. of Broadcasters, Engleside Hotel, Staunton.
June 26-29: Adv. Assn. of the West convention, Portland, Ore.
June 27-30: Western Assn. of Broadcasters (Canadian) convention, Jasper Park Lodge, Jasper, Alberta.
(RAB Clinics are scheduled through Nov. 18.)

JULY

July 11-31: Institute in Live & Filmed Tv, U. of Miami, Coral Gables, Fla.
July 18-29: WSM-Peabody Tv Workshop, Peabody College, Nashville, Tenn.

AUGUST

Aug. 1-9: Educational Television Workshop, Michigan State College, East Lansing.
Aug. 14-Sept. 3: National Assn. of Educational Broadcasters television production workshop, State U. of Iowa, Iowa City.

SEPTEMBER

Sept. 12-14: CBS Radio Affiliates meeting, Detroit.
Sept. 12-16: National Assn. of Educational Broadcasters engineering workshop, Michigan State College, East Lansing.

OCTOBER

Oct. 3-5: National Electronics Conference, Sherman Hotel, Chicago.
Oct. 8: Alabama Broadcasters Assn., U. of Alabama, Tuscaloosa.
Oct. 24-25: Electron devices group of IRE, Shoreham Hotel, Washington.

ON THE DOTTED LINE . . .



FOREMOST DAIRIES Co., Jacksonville, Fla., signs for 52-week sponsorship of *Foremost Cartoon Carnival* (formerly *Cartoon Carnival*) on WSAZ-TV Huntington, W. Va. At the signing are (l to r): Robert E. White, sales manager for WSAZ-TV; King Pedlor, vice president, Advertising Incorporated of Washington, D. C.; W. G. Widmyer, advertising and sales promotion manager, Southeastern Div., Foremost International Dairies, and Noah C. Maynard, district representative for Foremost Dairies, Ashland, Ky.



FIRESTONE BANK signs for its third consecutive year as co-sponsor of Cleveland Indian baseball games over WAKR Akron, Ohio, with play-by-play again to be handled by Jimmy Dudley and Ed Edwords. At the signing are (l to r): seated, E. A. Oberlin Jr. and Gilbert Neal, president and vice president, respectively, of Firestone Bank; standing, Ray Mendelsohn, WAKR account executive, and Fred Botzum, assistant treasurer of the bank.



H & H CHEVROLET, Cleveland, takes over sponsorship of *Road & Weather Reports* on WGAR there. L to r: seated, Jim Hoke and Bob Holtz of H & H Chevrolet; standing, Howard Senor, account man, Ohio Adv.; Bill George, WGAR sales representative, and Hal Morgan, staff announcer.



CONTRACT for 1,000 spot announcements on KGIL San Fernando, Calif., is signed by Julian Ganz, vice president and general manager, McMahan Furniture Stores, Los Angeles. Gene Morgan, station account executive, and Howard Gray, general manager of the San Fernando station, witness the signing.



BOB JONES (r), president of Skyland Motors of Denver (Ford dealers), signs a 52-week contract with ch. 9 KBTV (TV) there for the station's Thursday evening feature film show, to be called *Skyland Theatre*. Jim Brown (l), KBTV national sales manager, and Bill Michelson, KBTV newscaster and host of *Skyland Theatre*, look on.



CLEVELAND becomes the sixth market for Iron City beer sponsorship of MCA-TV's *The Guy Lombardo Show* with this contract for sponsorship on WEWS (TV) there. L to r: seated, Thomas J. MacWilliams, tv director, Smith, Taylor & Jenkins, Pittsburgh agency, and John H. Foley, WEWS local sales manager; standing, De Arv Barton, vice president, MCA; Jay S. Kerekes, WEWS salesman, and F. H. Lowther, Ohio district manager for Iron City.

Friendship

TO BE a friend of Arthur Godfrey—especially a hired friend—is not easy, but it is infinitely less turbulent than the process of becoming one of Mr. Godfrey's former friends.

With Mr. Godfrey, friendships do not wither away. They blow up, and the fragments splatter the front pages, not to mention the Ed Sullivan show.

What it takes to *remain* a friend of Mr. Godfrey is a subject for future research. (At the moment not enough old friends are left to provide an adequate sample.) We suspect, however, that it takes a rare talent of being able to amuse a large audience without being noticed. It is not a simple achievement for a performer to knock 'em so dead they forget the performer's identity, but that is the quality which appears to be essential in this case.

Whether it could be said that the Mariners, Marion Marlowe or Haleloke ever knocked 'em dead must be left to the critics, but certainly—in Mr. Godfrey's view at least—they did begin to leave impressions on the audience. People began to recognize them, a sure prelude to the end of friendship, a step toward the gossip columns and one-shot on *Toast of the Town*.

So much for the six singers who were discharged. The three writers who went with them constitute a more difficult challenge to analysis. Surely the world must have been surprised to learn that there *were* three writers on the staff, especially writers earning a reported $25,000 to $39,000 per year. What they have been writing all these years is the base point at which research into this phase of Godfrey friendship must start. But perhaps they were not hired to write. Surely it is worth at least $75,000 a year to add a literary luster to one's friendships.

Godfrey-style friendship is a subject that can keep the sociologists busy for a long time. Meanwhile, as a practical matter, we herewith submit a program idea to CBS-TV, without expectation of fee. Since Mr. Godfrey may not go on forever, there eventually may be a large hole to fill. What better vehicle than *Arthur Godfrey's Former Friends?* The cast already is assembled and rehearsed, and experienced writers are on hand.

Grim Study in Contrasts

THIS week a thousand observers, including members of Congress, government officials, and more than 100 news representatives, are in Las Vegas, Nev., for the biggest atomic demonstration in the series of tests conducted during the past five years. The test is being run by the Atomic Energy Commission, under the auspices of the Federal Civil Defense Administration, which has the insuperable task of indoctrinating an all too indifferent public on the horrors of atomic attack.

This week the governors of several Southern states were grappling with strike problems that have all but inundated their economy. Southern Bell had been struck for more than a month, while certain railroads had been affected through work stoppages.

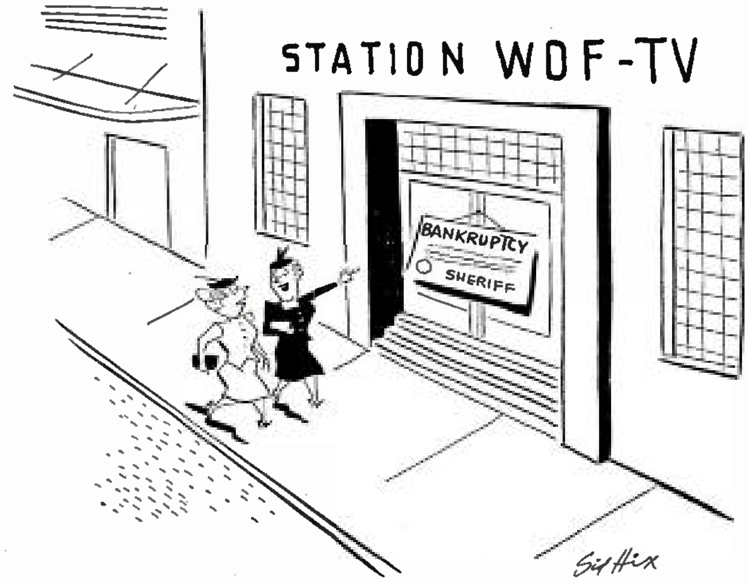
There had been repeated acts of sabotage. In the telephone strike, cables had been cut, affecting not only radio and tv, but also news wires and teletype circuits. Because the AT&T companies are so efficiently operated, the troubles have been quickly located and corrected—so far.

The unions have every right to bargain and to strike. But to tamper with or destroy private property constitutes mischief that goes even beyond our statutes. An urgent call for medical attention is blocked. Or it could be a catastrophe affecting a city or an area. It could be the kind of atomic blast being simulated this week at Yucca Flats.

"Operation Cue," which CDA officials describe as "our cue for a renewed effort" is important to all in broadcasting because of the responsibility they carry as the nerve system in local defense. Conelrad, to alert the public, is the core and the control center. It is significant that Operation Cue embraces a model town, in the explosion area, which will be tested for durability. The town includes life-size, typical dwellings and commercial structures, a power station and a radio station, operating in the am band.

Last December, striking technicians at KPIX (TV) San Francisco sabotaged that station's equipment. We said then that all unions would suffer because of the overt acts of certain striking members of the National Assn. of Broadcast Employes & Technicians. We said then, too, that if the San Francisco mobsters got away with it, like action could be expected elsewhere.

The FCC has taken steps to discipline the offenders in San Francisco. While it may have no direct jurisdiction over the strikers in the South who are not licensed by it, the action it takes against the West Coast offenders should serve as a deterrent against unions everywhere in the vital field of communications.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Must be one of those closed circuits we hear so much about!"

Deep in the Heart of D. C.

TEXAS, which always does things in a big way, is having a meeting in Washington of broadcasters from its state in conjunction with the NARTB Convention during the week of May 23.

There are 49 state associations, including the territories. All probably will be represented at the convention. There are local, state and national problems affecting the freedom and welfare of broadcasting.

Why not meetings of all 49 organizations in Washington during convention week? Congress will be in session. Each state group could hold a breakfast session with its entire Congressional delegation as invited guests. There need not be a crisis. If one doesn't exist during the May 23 week, chances are one will crop up before the month is out. Moreover, by holding quick business sessions in conjunction with the convention, one meeting "in the field" might be eliminated.

Congressional interest in broadcasting was never greater. In both houses of Congress, inquiries, studies and investigations are scheduled. Any politician will talk about campaigning by television and radio at the drop of a free-time offer.

Eventually, the entire structure of the NARTB will undergo change toward a federation of associations. The NARTB itself is destined to become the policy group at the top, operating at the Washington official level. The state associations are just as certain to become the principal constituent bodies—the body politic of broadcasting.

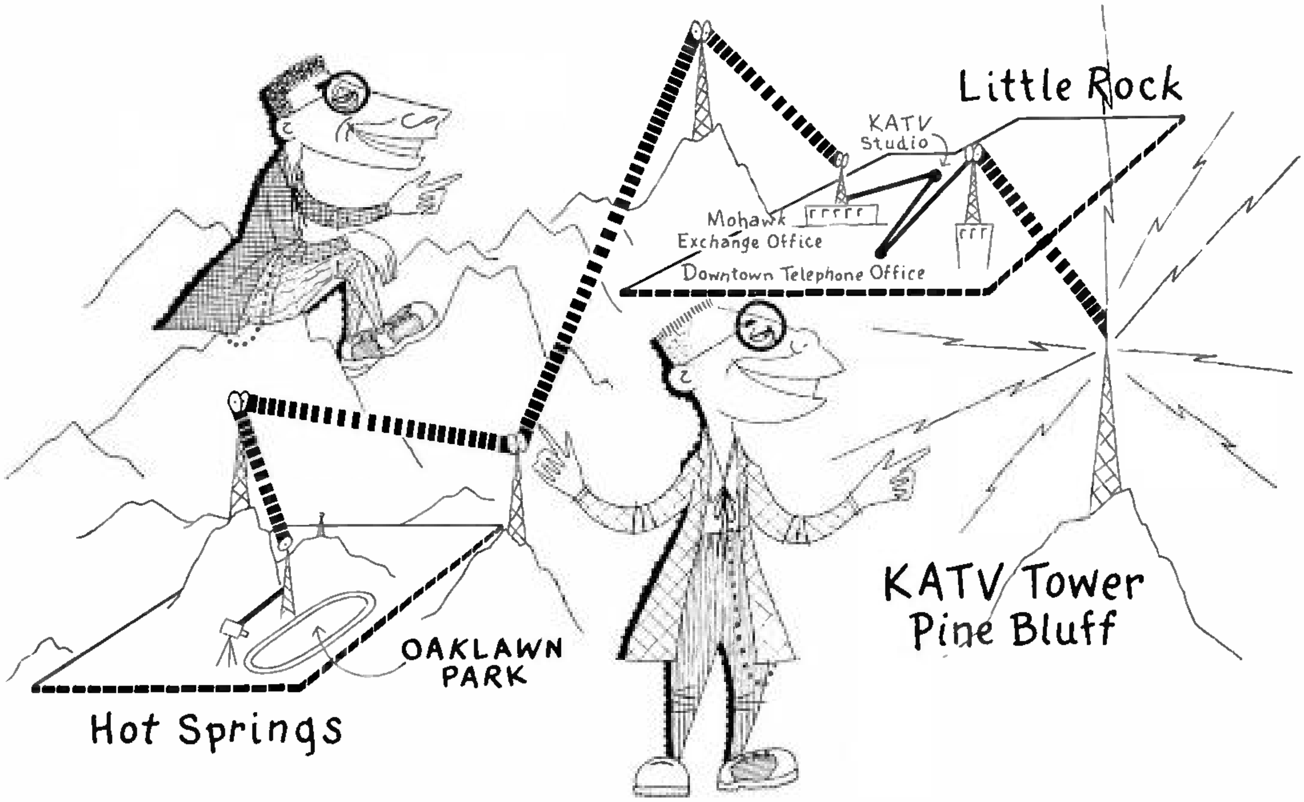
Now seems to be a good time to begin the indoctrination.

Screen Screenings

THE ENTRY of major motion picture companies into television production can, if properly managed, mean a wealth of desirable programming for tv. But, to repeat, it must be managed.

As long as their principal revenues come from theatres, movie makers are going to take every opportunity to exploit their theatrical films. Such exploitation, carried to excess on television, could seriously detract from program quality.

The point of all this is that television must not concede to movie makers its prerogatives of program management. It will be up to networks and stations to keep the free plugs to a logical minimum.



"Dig this CRAZY daisy chain!"

"This is no daisy chain, son . . . it's the microwave hookup created by Southwestern Bell-Arkansas, so KATV and the Chevrolet Dealers of Central Arkansas could put the races from Oaklawn Park in Hot Springs into thousands of Arkansas living rooms!"

"Man, what a layout! Southwestern Bell-Arkansas says that other than the transcontinental microwave system, the KATV hookup is the longest, and has the greatest number of links in the transmission!"

"That just goes to show you, son . . . KATV is running way ahead of the place horse in Arkansas!"

"Sing on Dad . . . you can take a chance on the nags at Oaklawn, but it's a sure bet that an advertiser on KATV is going to be a winner every time!"

For a *hot tip* on Arkansas see:
Bruce B. Compton
Nat'l Sales Manager

Studios in Pine Bluff & Little Rock

KATV

CHANNEL 7

John H. Fugate, General Manager
620 Beech Street, Little Rock, Arkansas

For a *hot tip* on Arkansas see:
Avery-Knodel, Inc.
National Reps.



"OK, You're First in Seattle—But What About Outside?"

We've got news for you. Pulse's new 15-county study of Western Washington shows Radio KING to be 23 percent stronger *outside*, than *inside* Seattle. Not bad... considering we're the highest rated station in the metropolitan market.

That's not all. KING hauled down an average daytime quarter-hour Pulse rating of 5.3 among the 533,300 radio families in the 15 surveyed counties. The second highest station got a 4.4 average rating, and the third station, a 4.1.

So much for the statistics. If you have a SRDS and a slide rule handy, you can compute our low cost per thousand.

We'd much rather talk about how we can move your merchandise. About how the KING personalities can put *extra sell* into your next campaign. Extra punch to set your sales force chirping.

There are 2,000,000 customers in 15 counties waiting to be sold. We've done it before. We'll do it for you.

50,000 Watts
ABC—Blair, Inc.

FIRST IN SEATTLE

Radio KING

Otto Brandt, Vice President and General Manager